

# City of Pleasanton 2015 Community Survey

Survey Conducted June 3-15, 2015

320-656

*Fairbank, Maslin, Maullin, Metz & Associates – FM3*

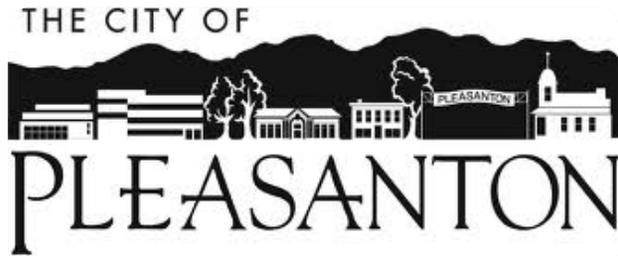
*PUBLIC OPINION RESEARCH & STRATEGY*

# Methodology

- Telephone survey of 726 randomly selected City of Pleasanton voters
  - Landline and cell phones
  - Interviews conducted June 3-15, 2015
  - Oversampled Latinos and Asians/Pacific Islanders
- Margin of sampling error is +/-3.7% at the 95% confidence interval
- Some percentages do not sum to 100% due to rounding
- Selected tracks to 2013 and 2007 surveys

# Key Findings

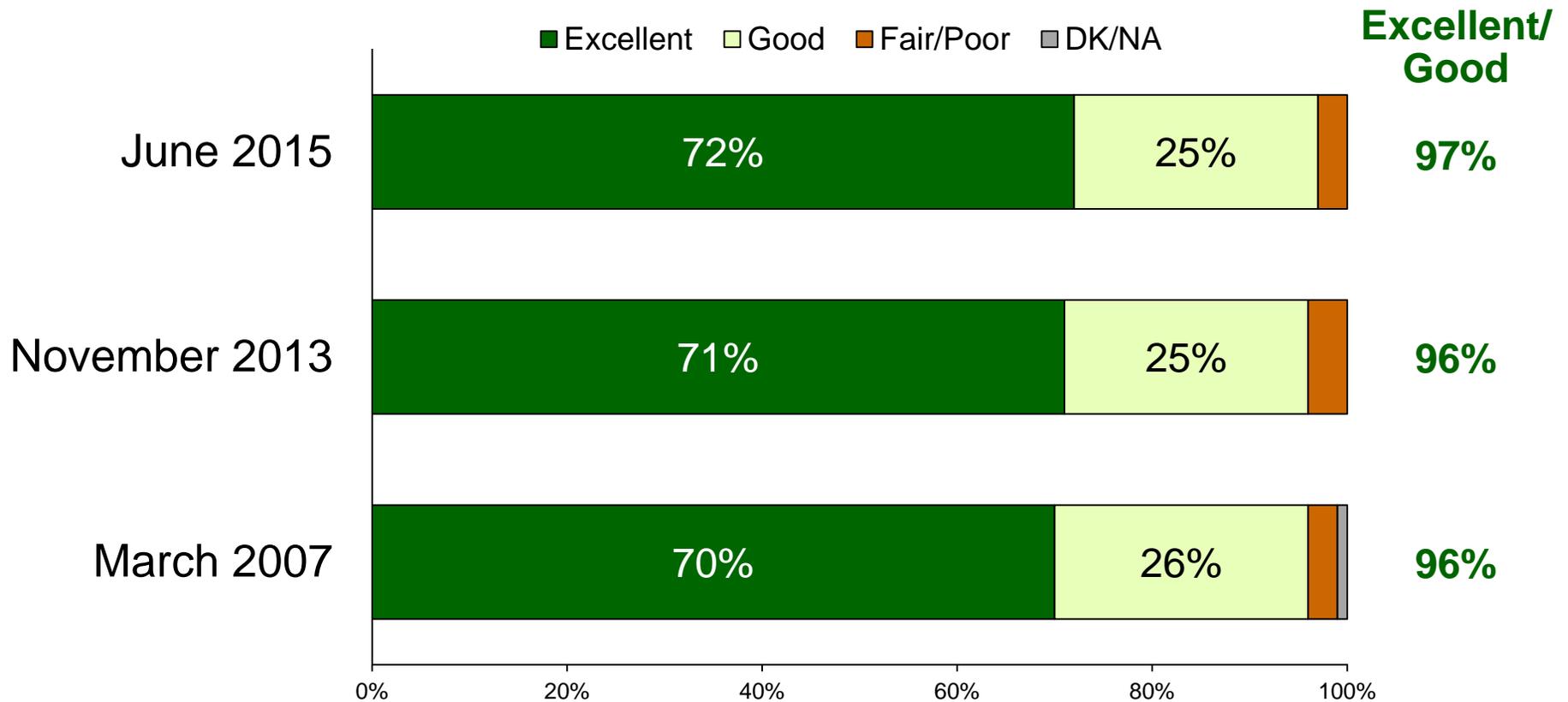
- Residents continue to express exceptionally high levels of satisfaction with the local quality of life, city services and sense of public safety.
- The drought and water issues are top concerns; however, many residents feel they have cut back on water usage as much as they can.
- Quick growth has emerged as a serious issue to nearly one-quarter of Pleasanton residents.
- In terms of specific services, the most important ones are related to public safety, and water supply/quality.
- Satisfaction levels are highest for public safety, library services, parks/recreation, and sewer services.
- Residents continue to have very positive interactions with City employees.



# Pleasanton Quality of Life

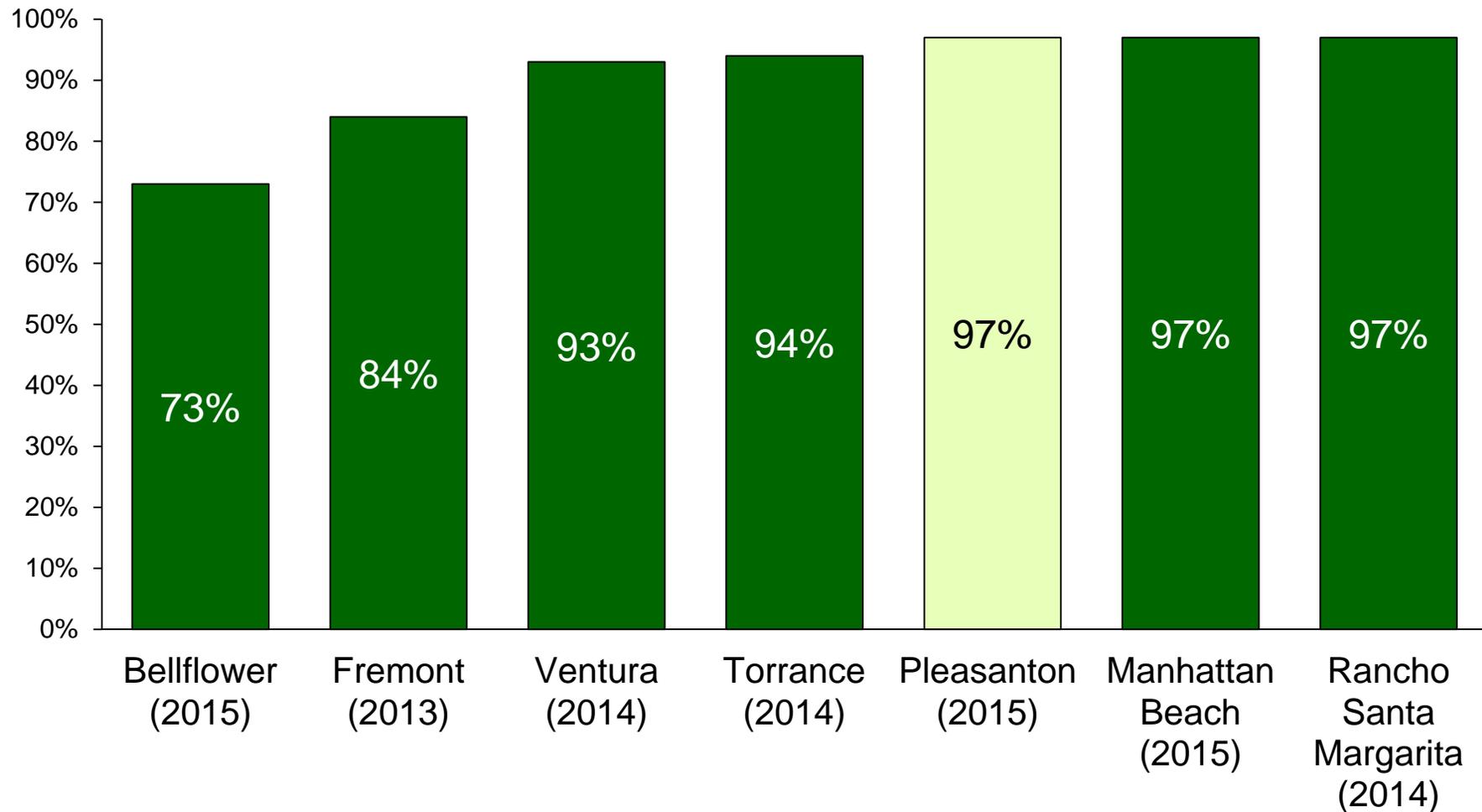
# Seven in 10 residents continue to identify Pleasanton as an “excellent” place to live.

*In general, would you say that Pleasanton is an excellent, good, fair or poor place to live?*



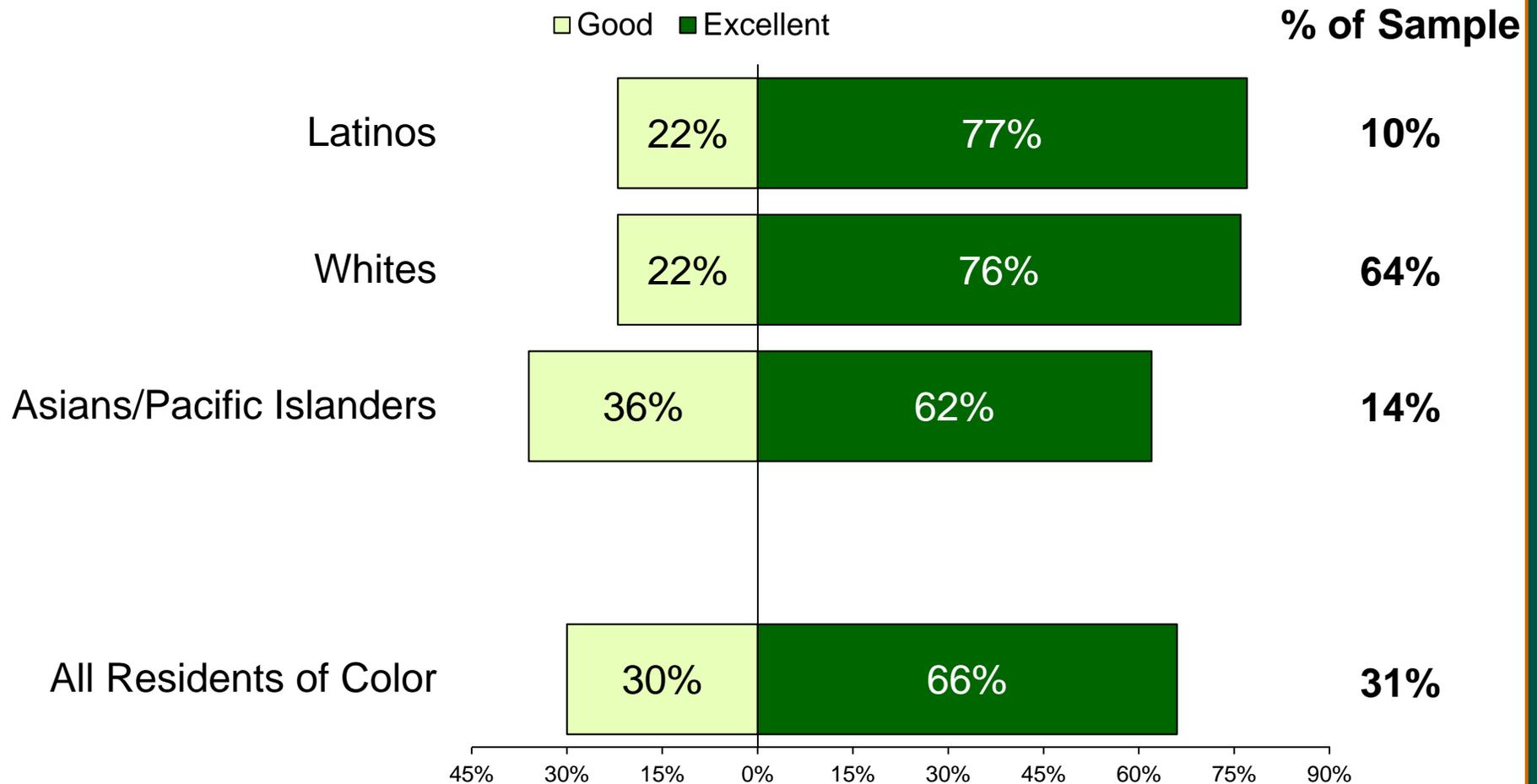
# Quality of life ratings are higher here than many other California cities.

(% Excellent/Good)



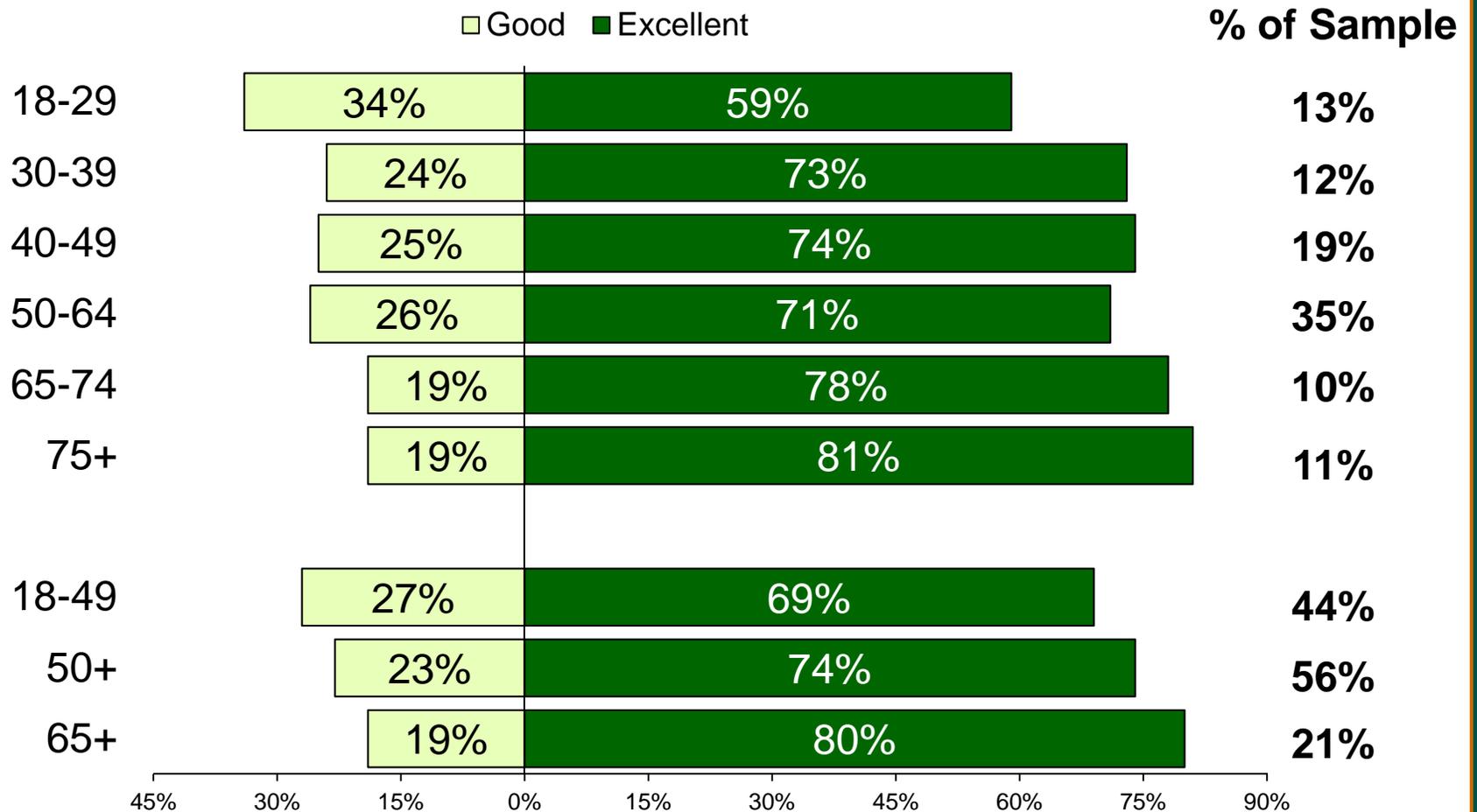
# White and Latino residents feel most positive about life in Pleasanton.

*Pleasanton as a Place to Live by Ethnicity*



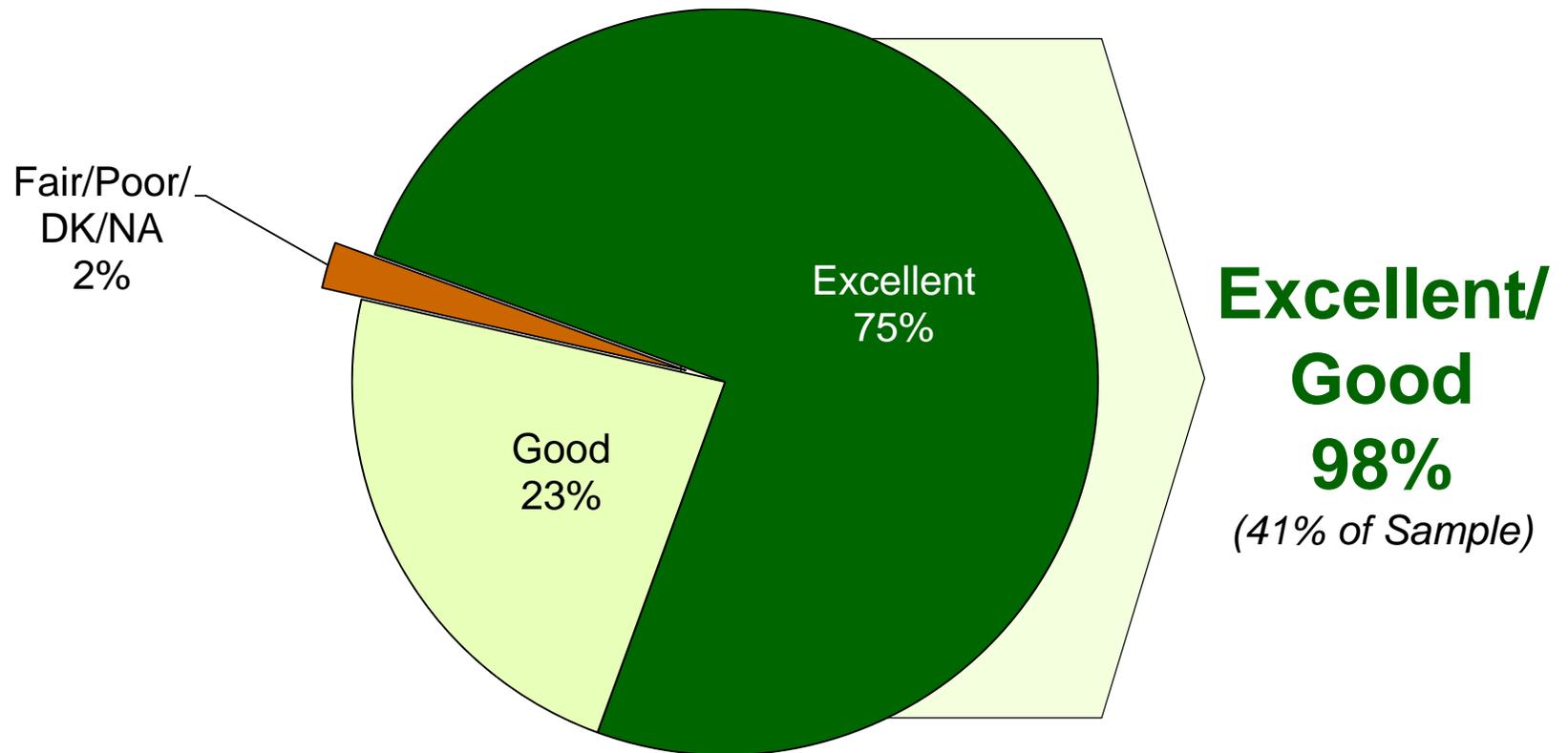
# Older residents see the quality of life as slightly better than younger residents.

*Pleasanton as a Place to Live by Age*



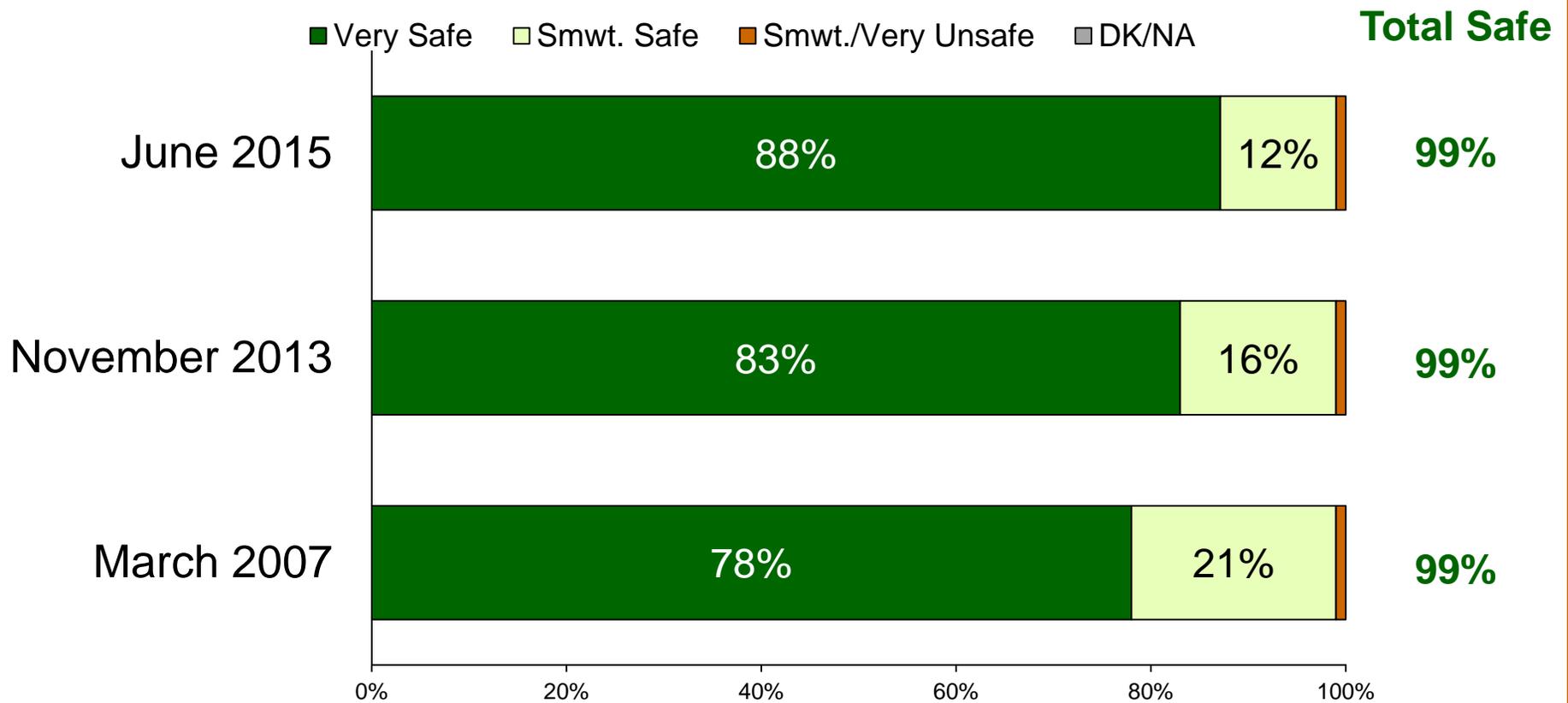
# More than three-quarters of parents say Pleasanton is an “excellent” place to raise children.

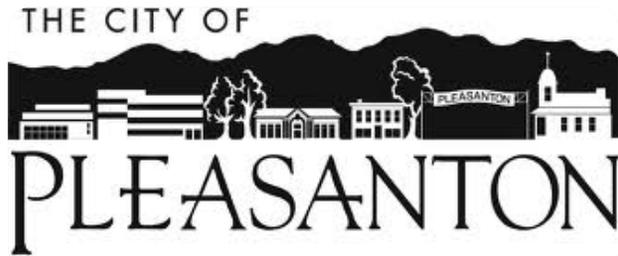
*Pleasanton as a Good Place to Raise Children  
by Children at Home Under 19*



# Residents continue to feel even safer living in Pleasanton.

*When you are in Pleasanton, do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?*

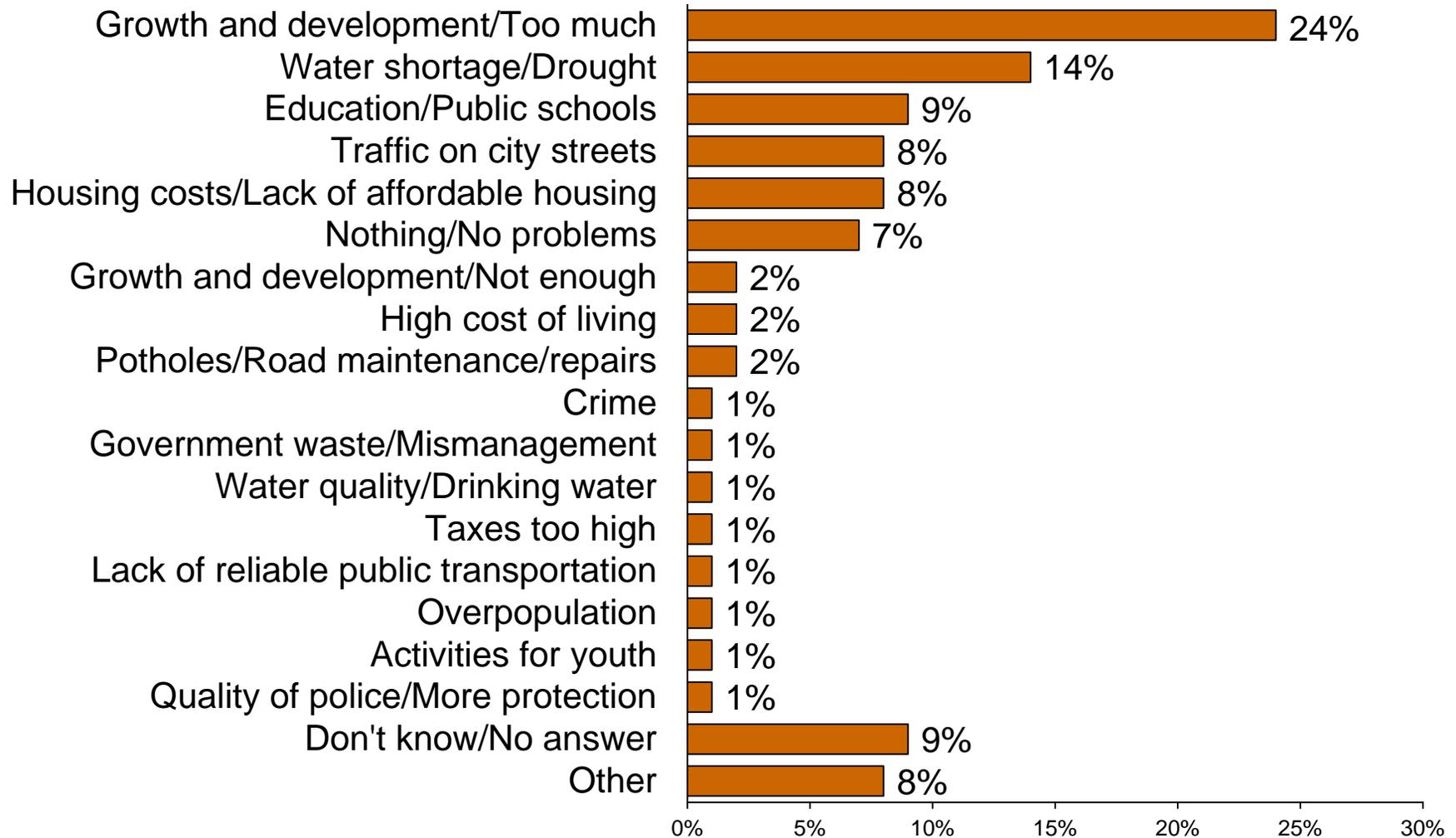




# Top Concerns Facing Pleasanton

# The pace of growth and the drought are emerging as residents' top concerns...

(Open Ended; 1% and Above Responses Only)



# ...though concerns about public education and housing costs have receded.

(Open Ended; 1% and Above Responses Only)

Issue	2007	2013	2015	8 Year Change (2007-2015)
Growth and development/Too much	10%	8%	<b>24%</b>	<b>+14%</b>
Education/Public schools	5%	12%	<b>9%</b>	+4%
Traffic on city streets	25%	9%	<b>8%</b>	<b>-17%</b>
Housing costs/Lack of affordable housing	15%	10%	<b>8%</b>	<b>-7%</b>
Nothing/No problems	3%	2%	<b>7%</b>	+4%
Growth and development/Not enough	1%	3%	<b>2%</b>	+1%
Crime	4%	5%	<b>1%</b>	-3%
Government waste/Mismanagement	2%	2%	<b>1%</b>	-1%
Potholes/Road maintenance/Repairs	1%	2%	<b>2%</b>	+1
Taxes too high	2%	1%	<b>1%</b>	-1%
Don't know/No answer	9%	30%	<b>9%</b>	NC
Other	13%	8%	<b>8%</b>	-5%

# Verbatim Comments

*I would like to see the city government limit the amount of business growth because we are losing the small-town image.*

*Hope they can keep the crime out. It seems to be creeping in.*

*Make sure that schools are kept up to par on their ratings.*

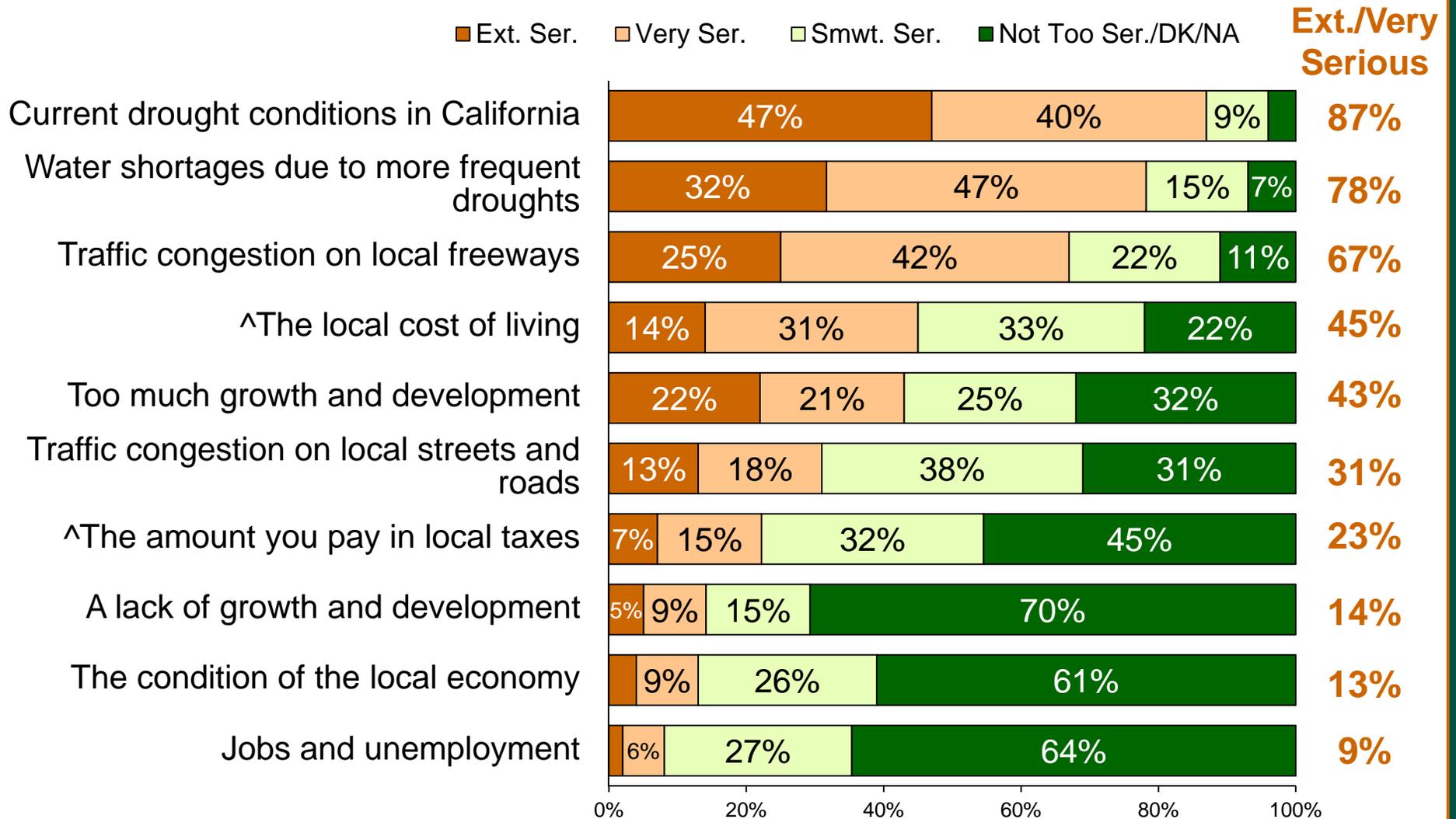
*Pleasanton has become overcrowded for the geographical area and too crowded for the amount of cars. There have been a lot of car accidents and traffic problems.*

*I would like the city government to restrict construction so that those of us that already live here have enough water.*

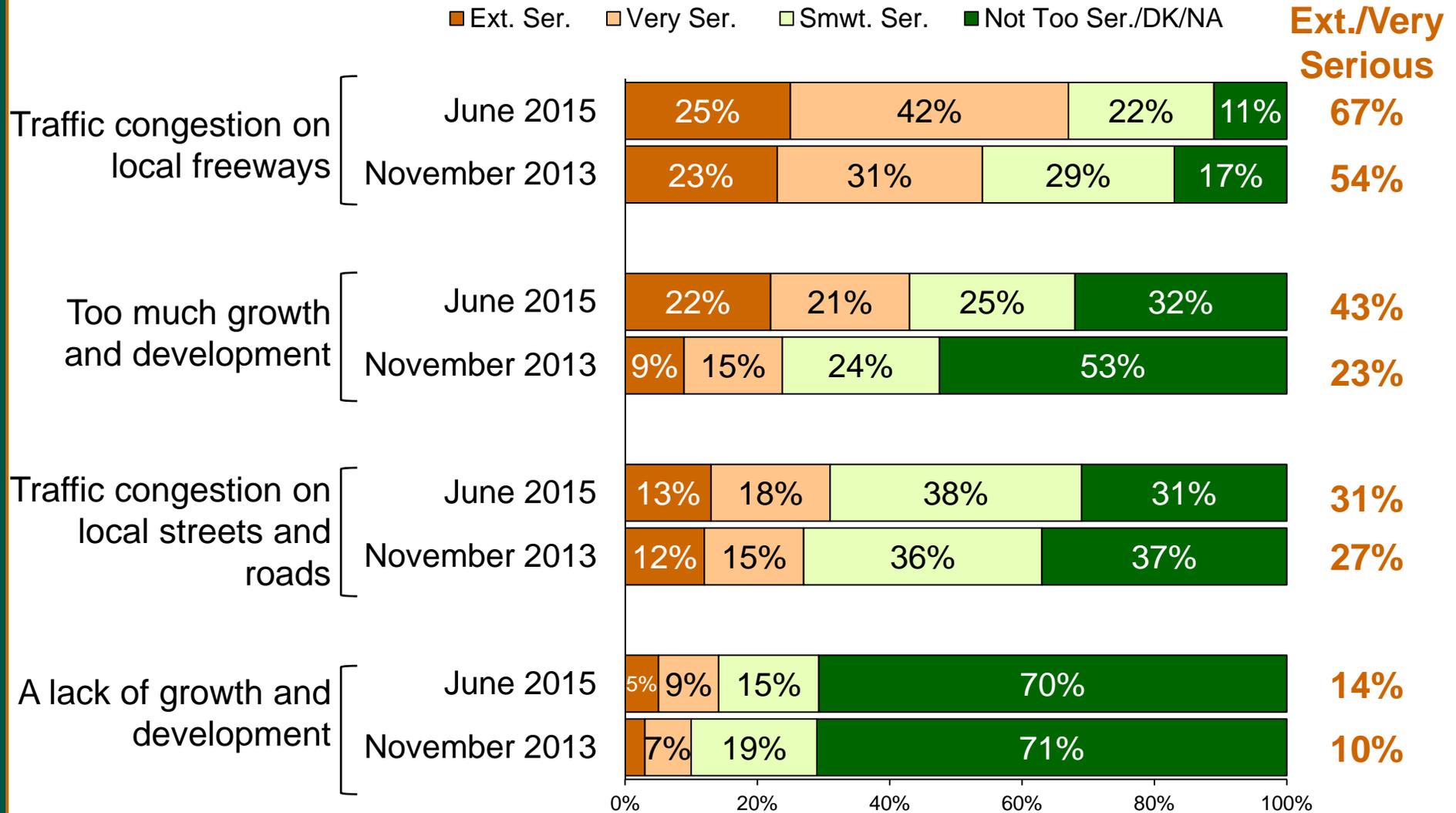
*Probably expansion. I grew up here when it was just a small town. Now there are way more issues as it is getting bigger that are taking away from the country small town it used be.*

*School management of funds is a most serious problem.*

# The drought and traffic are seen as the most serious problems Pleasanton faces.



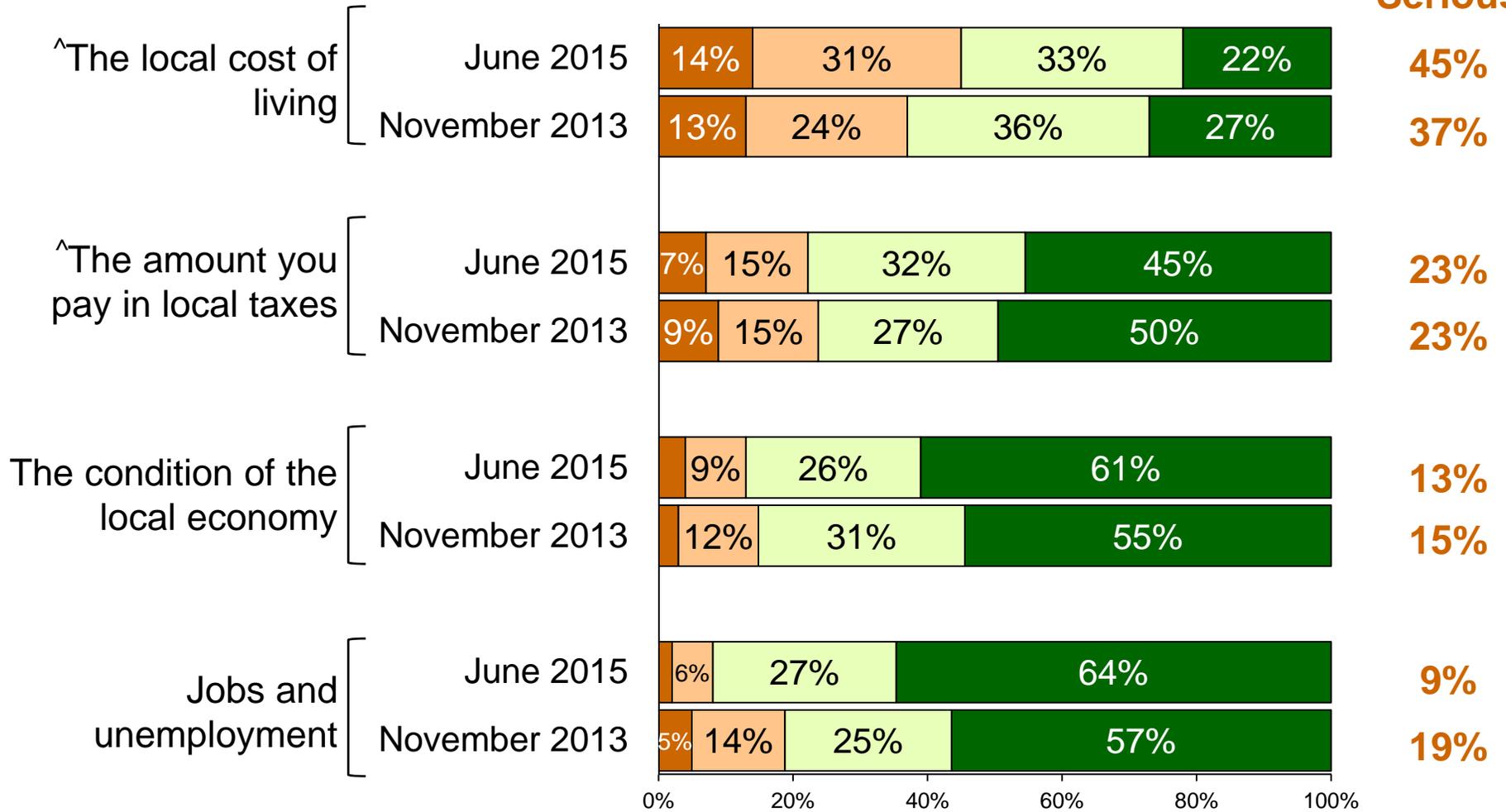
# Traffic and development are still seen as a highly serious problems.



# Concern about the economy has receded from the public eye.

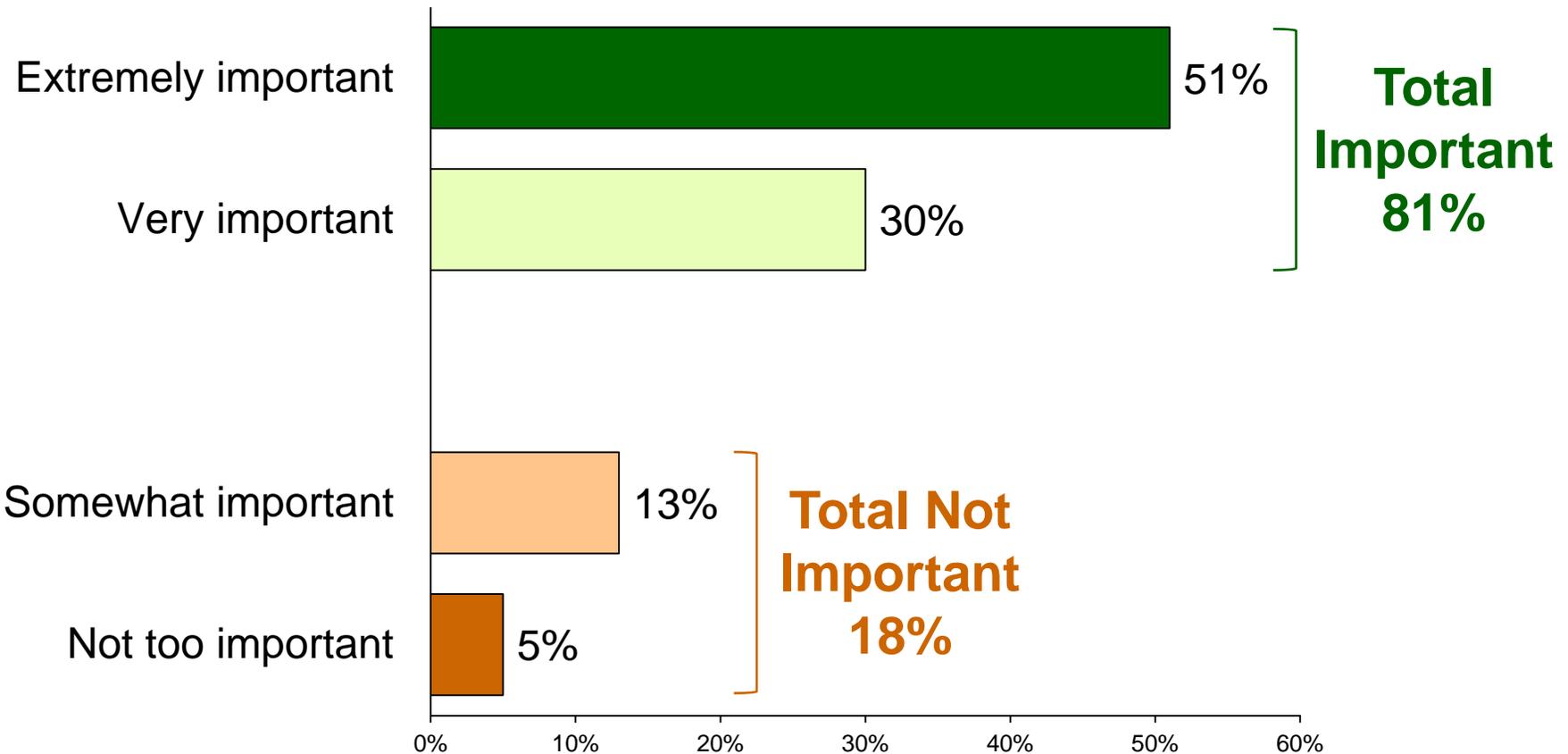
■ Ext. Ser.   ■ Very Ser.   ■ Smwt. Ser.   ■ Not Too Ser./DK/NA

**Ext./Very Serious**



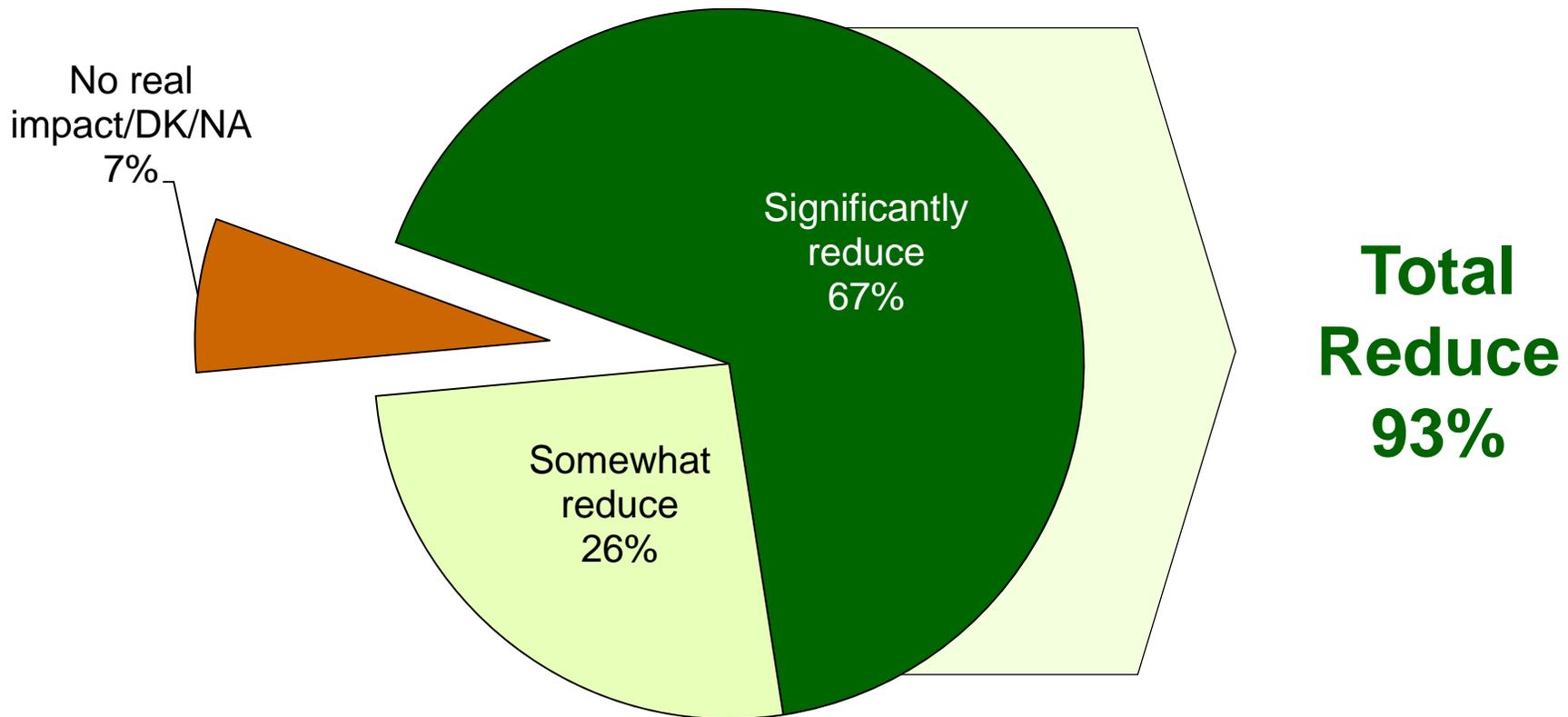
# Eight in 10 residents feel it is important to conserve water regardless of the drought.

*Generally speaking, how important is it that Pleasanton residents conserve water on an ongoing basis – regardless of whether we are in a drought: extremely important, very important, somewhat important, or not too important?*



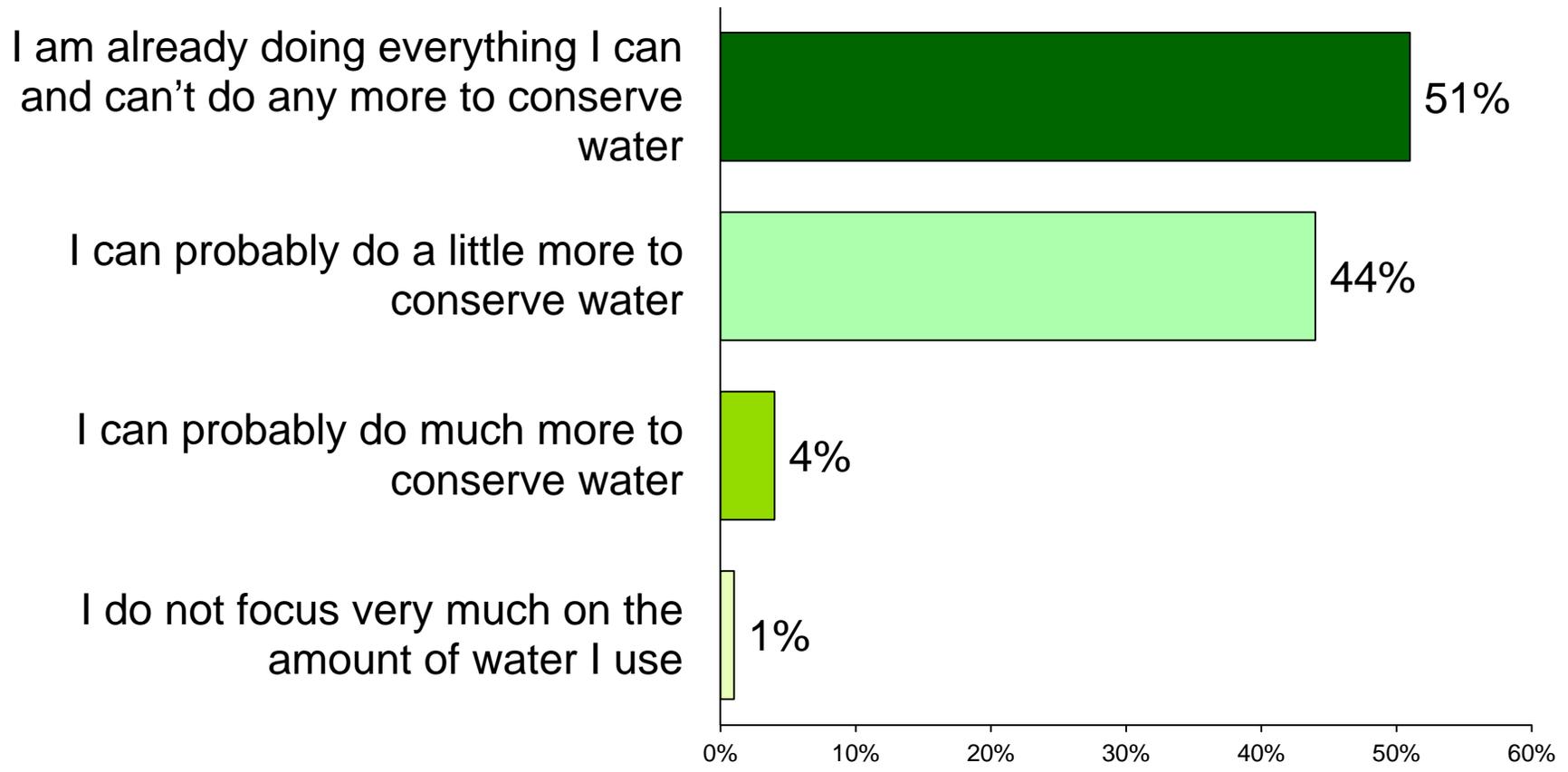
# Nearly all residents claim to have reduced water usage because of the drought.

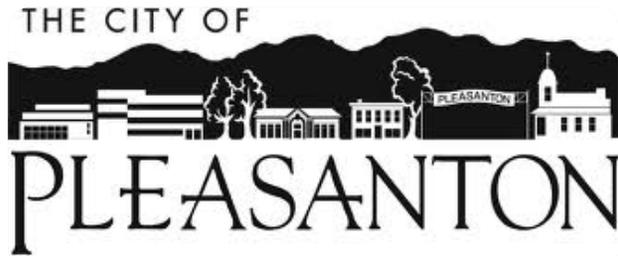
*Has California's current drought caused you to reduce your water usage, or has it had no real impact on your water usage?*



# However, half believe they've reached their limit and there's nothing else they can do.

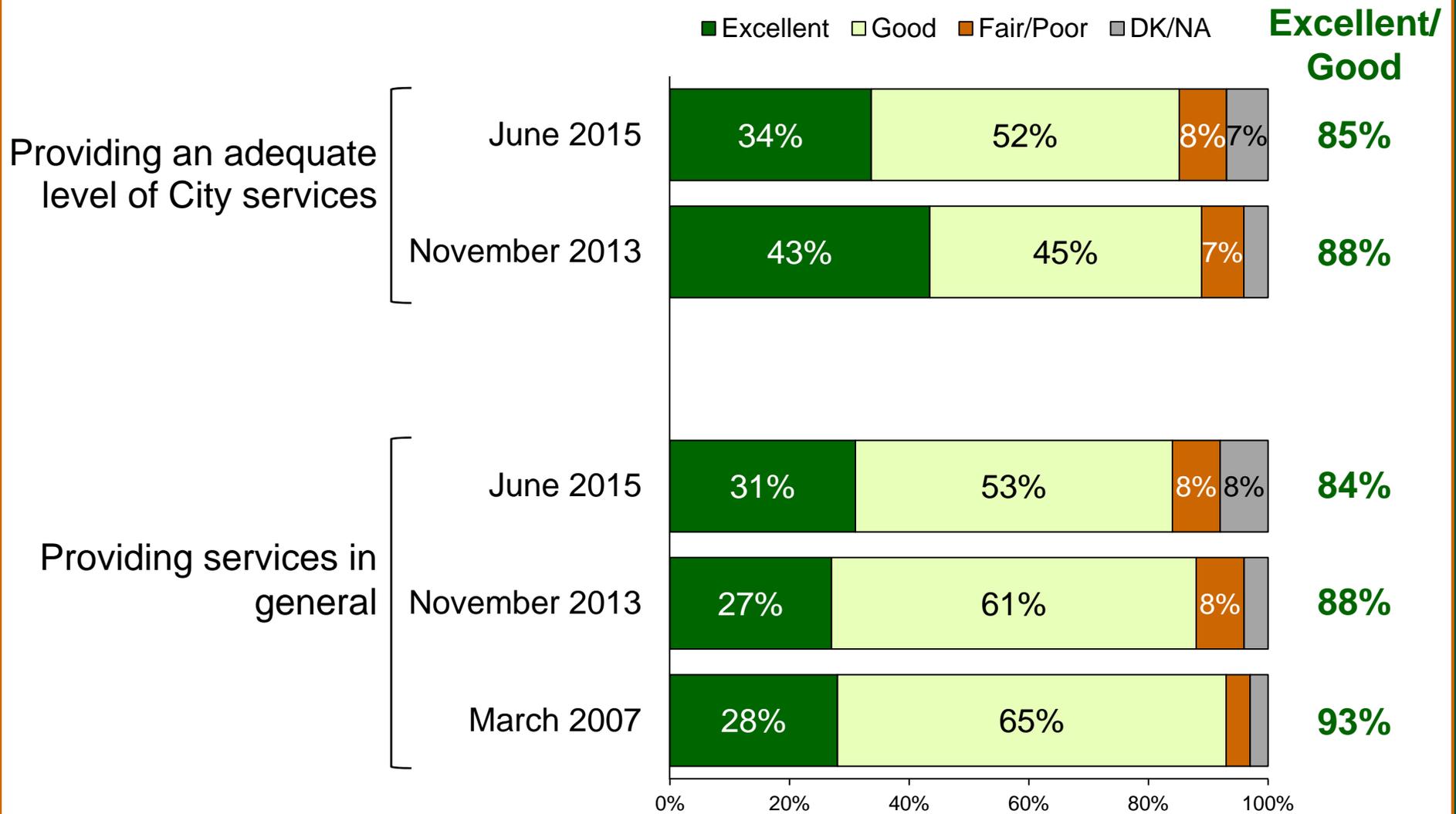
*Which of the following statements best describes your current efforts to reduce your water use:*





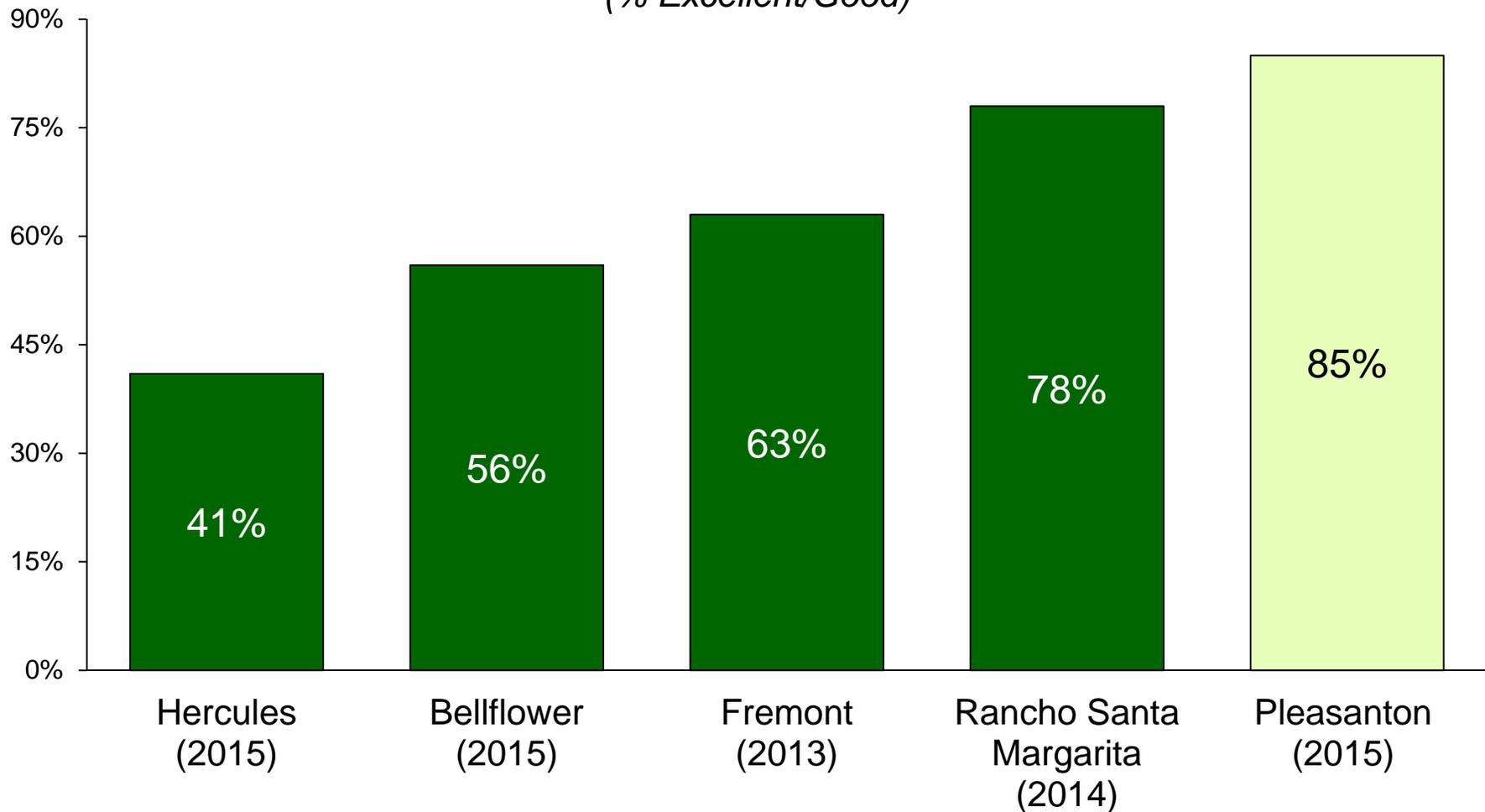
# Attitudes Toward City Government

# Perceptions of the job the City is doing providing services remain positive, but have decreased somewhat.



# Residents are more satisfied with the City's job providing services than their counterparts in many other cities.

(% Excellent/Good)

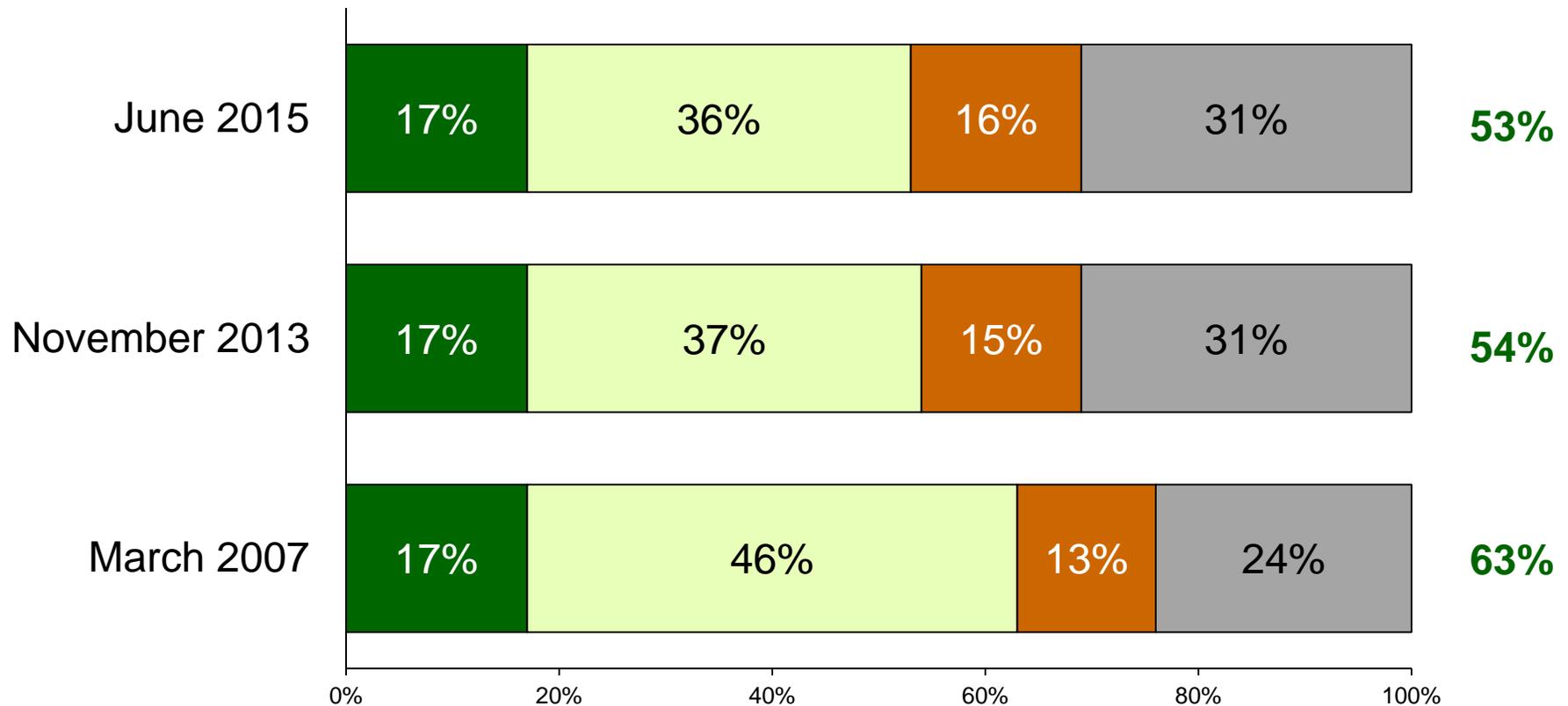


# A majority give the City positive marks for managing the City's finances, with no change from 2013.

*Managing the City's budget and finances*

**Excellent/  
Good**

■ Excellent   ■ Good   ■ Fair/Poor   ■ DK/NA

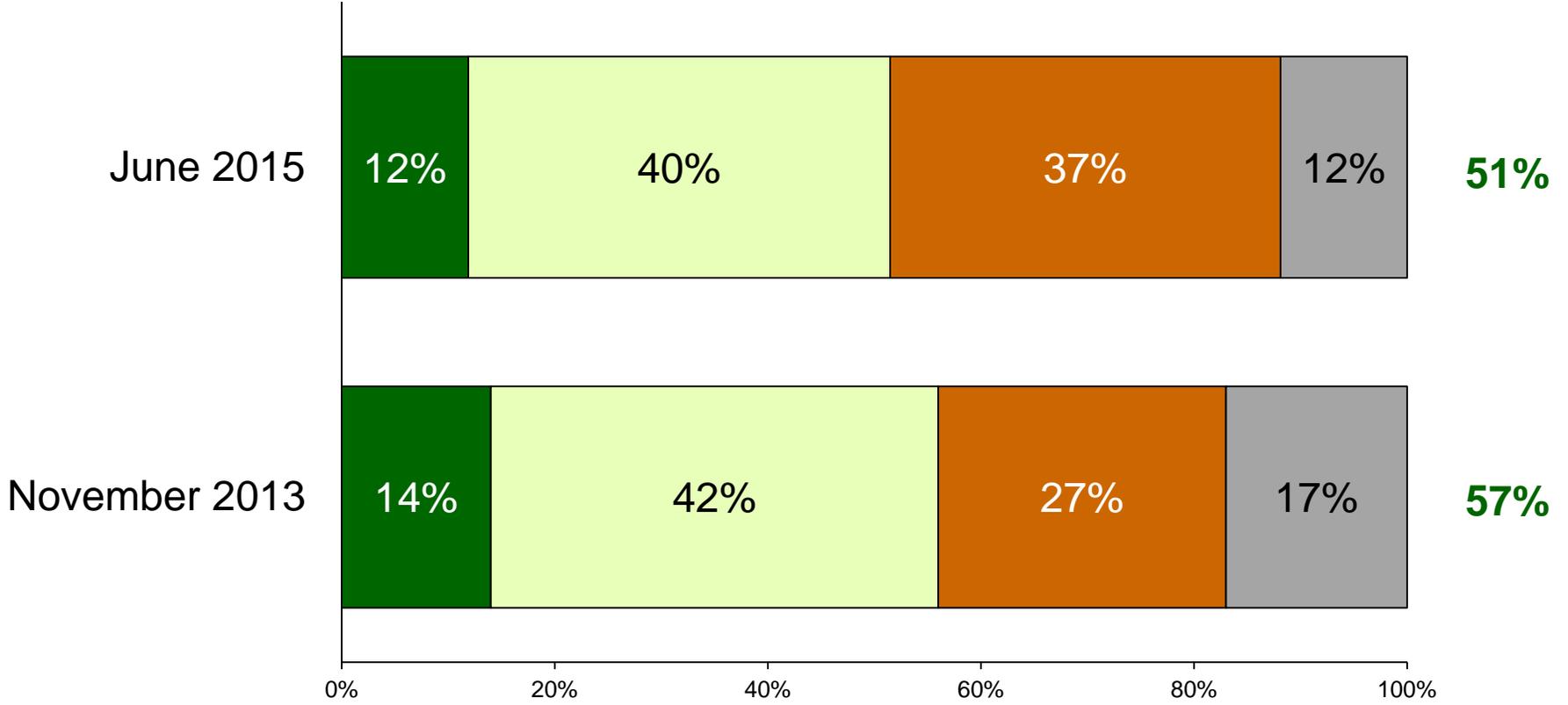


# Ratings on infrastructure planning are slightly lower than in 2013.

*Planning for the City's future infrastructure needs, in terms of designing future roads, water and sewer systems, bridges and traffic controls*

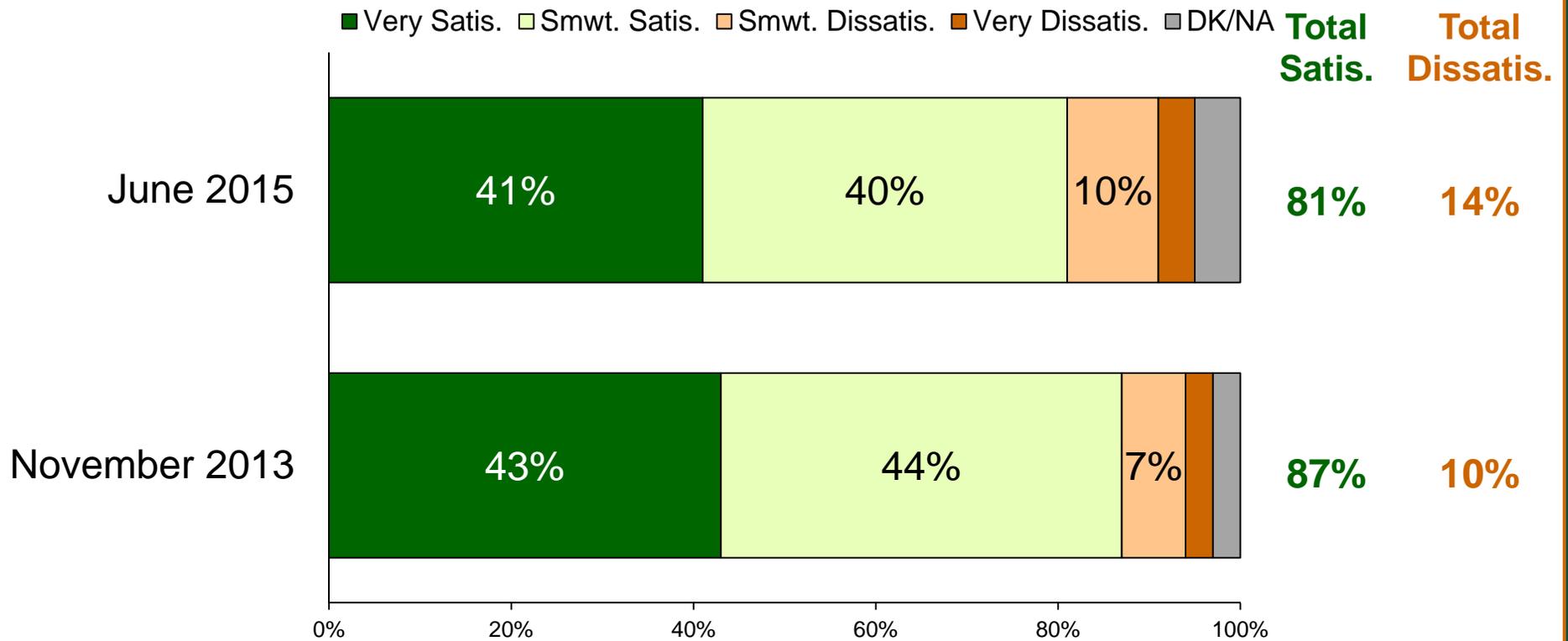
**Excellent/  
Good**

■ Excellent    ■ Good    ■ Fair/Poor    ■ DK/NA



# More than 8 in 10 residents are satisfied with the quality of development.

*In general, would you say you are satisfied or dissatisfied with the quality of development in Pleasanton? By quality of development, I mean the quality of new buildings, whether homes or businesses, remodels of existing buildings, changes or additions to parks, new or remodeled street landscaping, changes in trees or other foliage, as well as similar land-use decisions?*



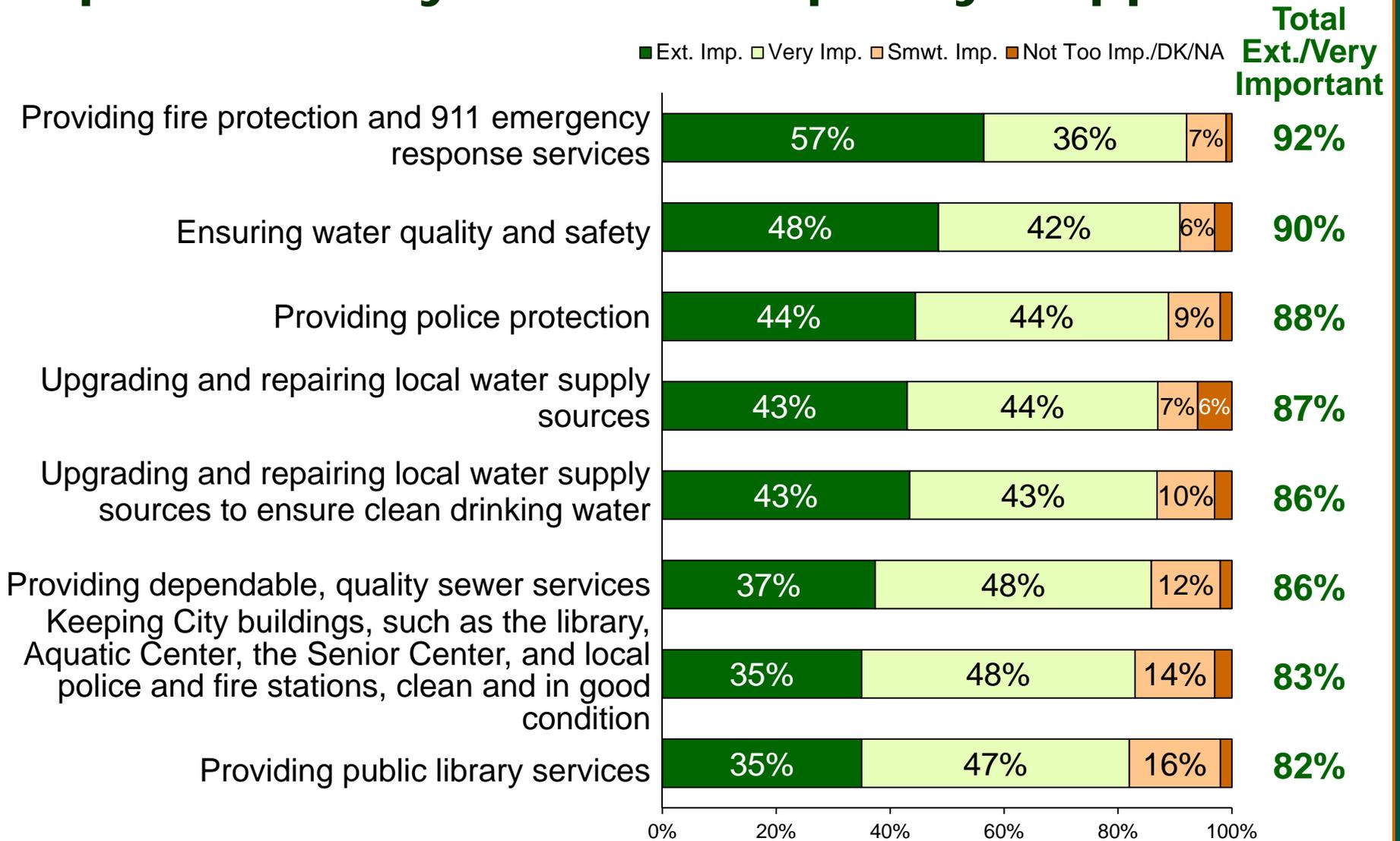
# Assessing City Services

- Survey respondents were provided a list of City services.
- First, they were asked to indicate how *important* each service is to making Pleasanton a good place to live.
- Then, they were asked to indicate how *satisfied* they are with the job Pleasanton is doing providing that service.

# Grouping City Services

- While virtually all services were deemed “extremely” or “very” important, they were grouped into four categories: Top Priorities, High Priorities, Medium Priorities, and Lower Priorities.
- Similarly, satisfaction levels were consistently high, but services were still grouped into three categories: Most Satisfied, Highly Satisfied, and Room for Improvement.

# Top Priorities include many services related to public safety and water quality/supplies.

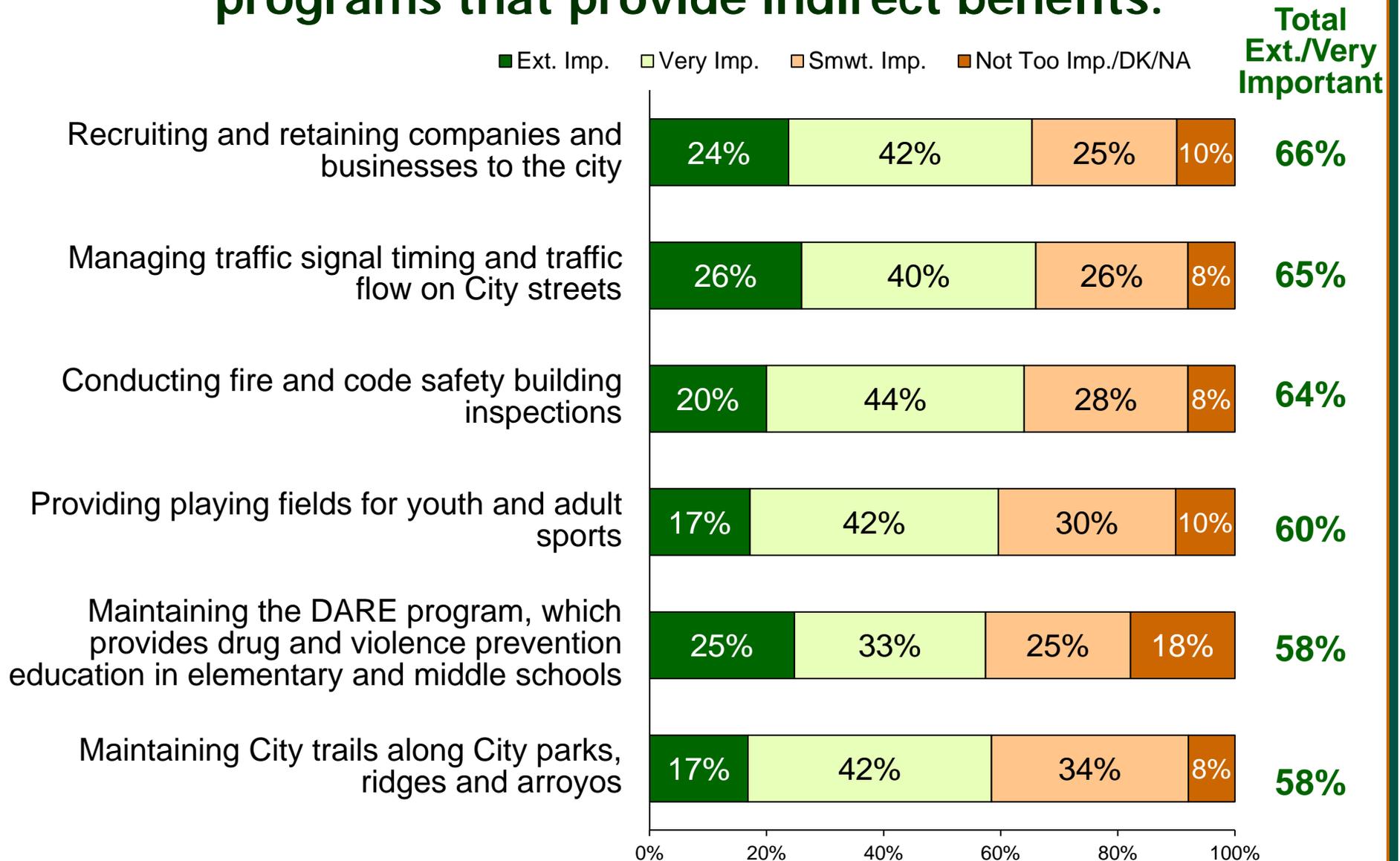


# Many quality of life contributors are in the second tier, but clearly still High Priorities.

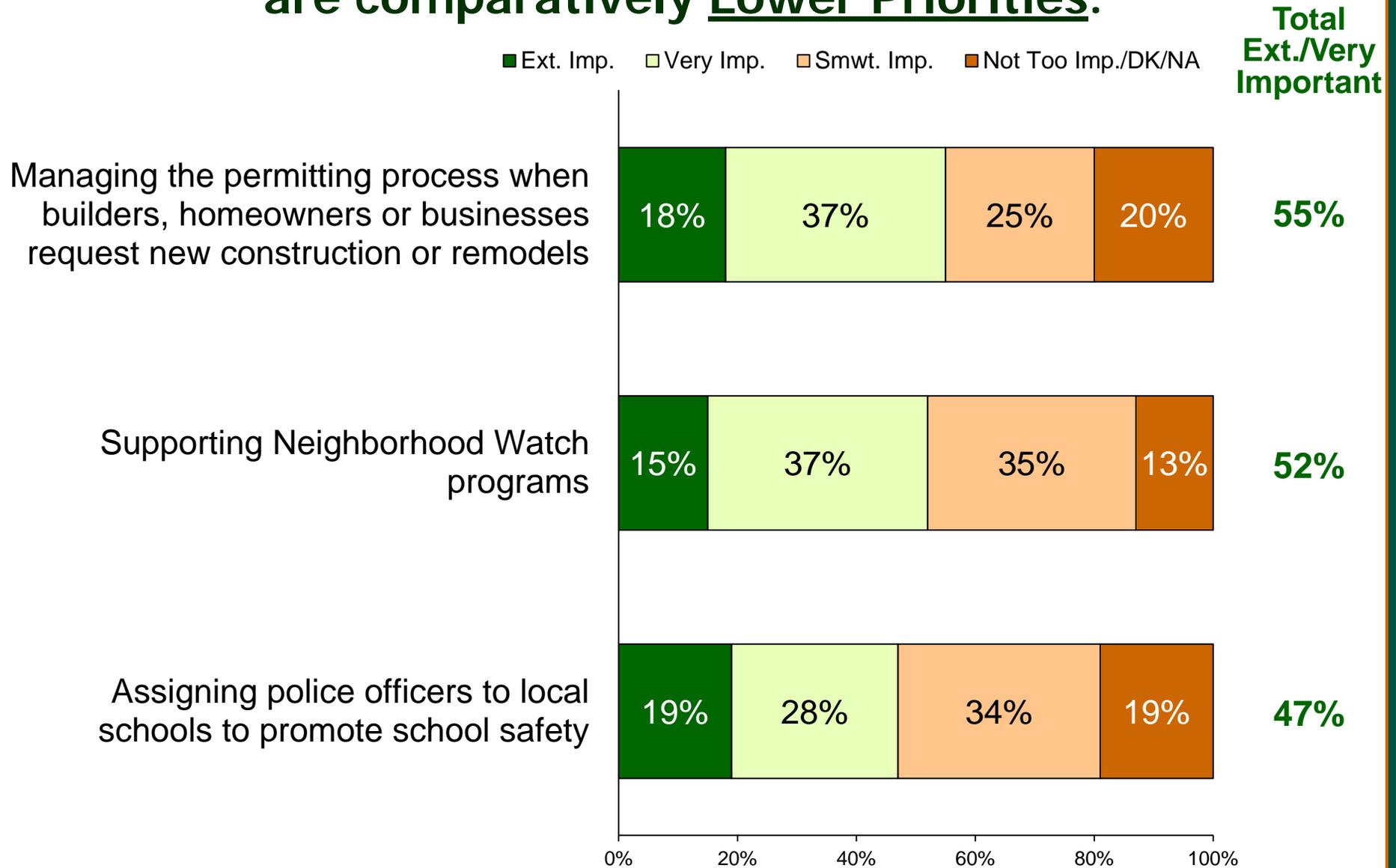
■ Ext. Imp. □ Very Imp. ■ Smwt. Imp. ■ Not Too Imp./DK/NA **Total Ext./Very Important**



## Several of the Medium Priorities include programs that provide indirect benefits.



# Lower-profile public safety programs are comparatively Lower Priorities.



# More see libraries as a high priority.

(Extremely/Very Important)

Issue	2013	2015	Change
Providing public library services	75%	82%	+7%
Providing dependable, quality sewer services	81%	86%	+5%
Providing police protection	87%	88%	+1%
Providing fire protection and 911 emergency response services	93%	92%	-1%
Ensuring water quality and safety	93%	90%	-3%
Keeping City buildings, such as the library, Aquatic Center, the Senior Center, and local police and fire stations, clean and in good condition	86%	83%	-3%
Upgrading and repairing local water supply sources	-	87%	NA
Upgrading and repairing local water supply sources to ensure clean drinking water	-	86%	NA

# Fewer see business development as a top priority.

(Extremely/Very Important)

Issue	2013	2015	Change
Providing quality long-range planning to determine where and what types of parks, homes, commercial development and public buildings will be built in Pleasanton	74%	78%	+4%
^Preserving open space	71%	74%	+3%
Repairing and maintaining local streets and roads	80%	79%	-1%
Maintaining City parks	75%	74%	-1%
Providing recreational programs and opportunities for youth	75%	71%	-4%
Providing recreation opportunities and programs, such as education, health, art, exercise and wellness programs	75%	69%	-6%
Providing programs to help seniors remain healthy and active	75%	68%	-7%
Supporting Pleasanton as a good place to do business	83%	75%	-8%

# All of Medium Priorities are seen as less important.

(Extremely/Very Important)

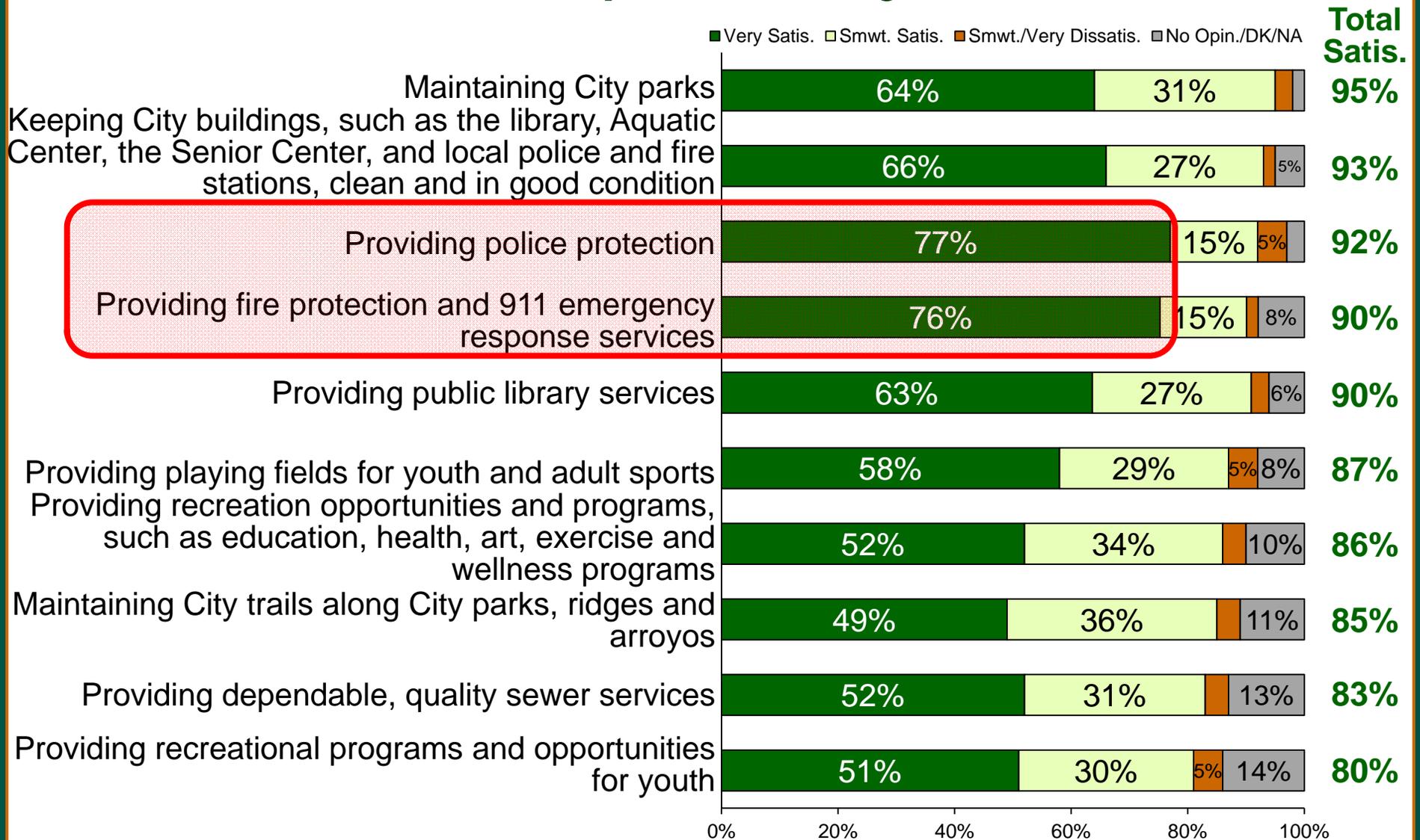
Issue	2013	2015	Change
Providing playing fields for youth and adult sports	65%	60%	-5%
Conducting fire and code safety building inspections	70%	64%	-6%
Maintaining the DARE program, which provides drug and violence prevention education in elementary and middle schools	64%	58%	-6%
Recruiting and retaining companies and businesses to the city	73%	66%	-7%
Managing traffic signal timing and traffic flow on City streets	72%	65%	-7%
Maintaining City trails along City parks, ridges and arroyos	67%	58%	-9%

# Far fewer see school police officers as critical.

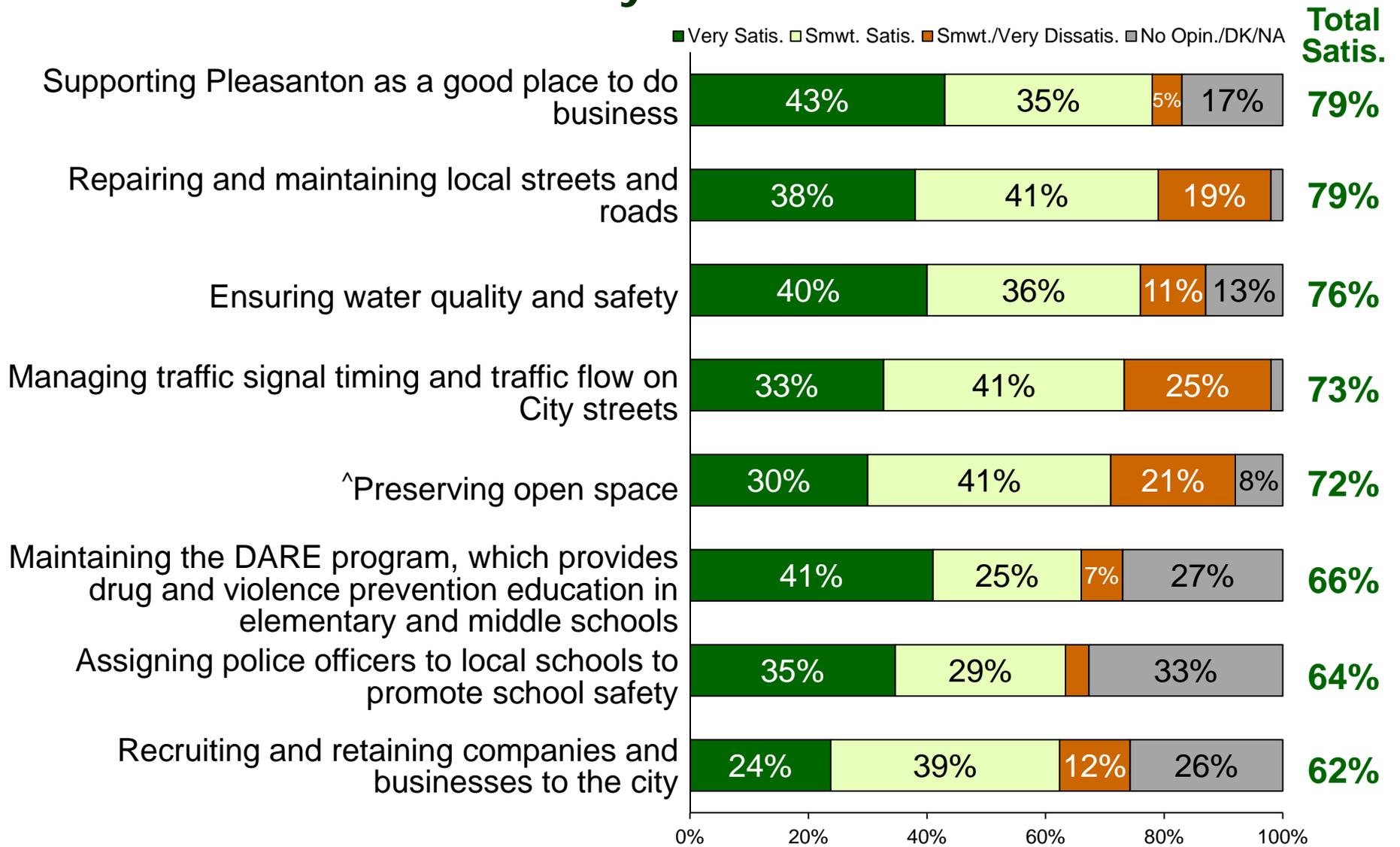
*(Extremely/Very Important)*

Issue	2013	2015	Change
Managing the permitting process when builders, homeowners or businesses request new construction or remodels	56%	55%	-1%
Supporting Neighborhood Watch programs	57%	52%	-5%
Assigning police officers to local schools to promote school safety	62%	47%	-15%

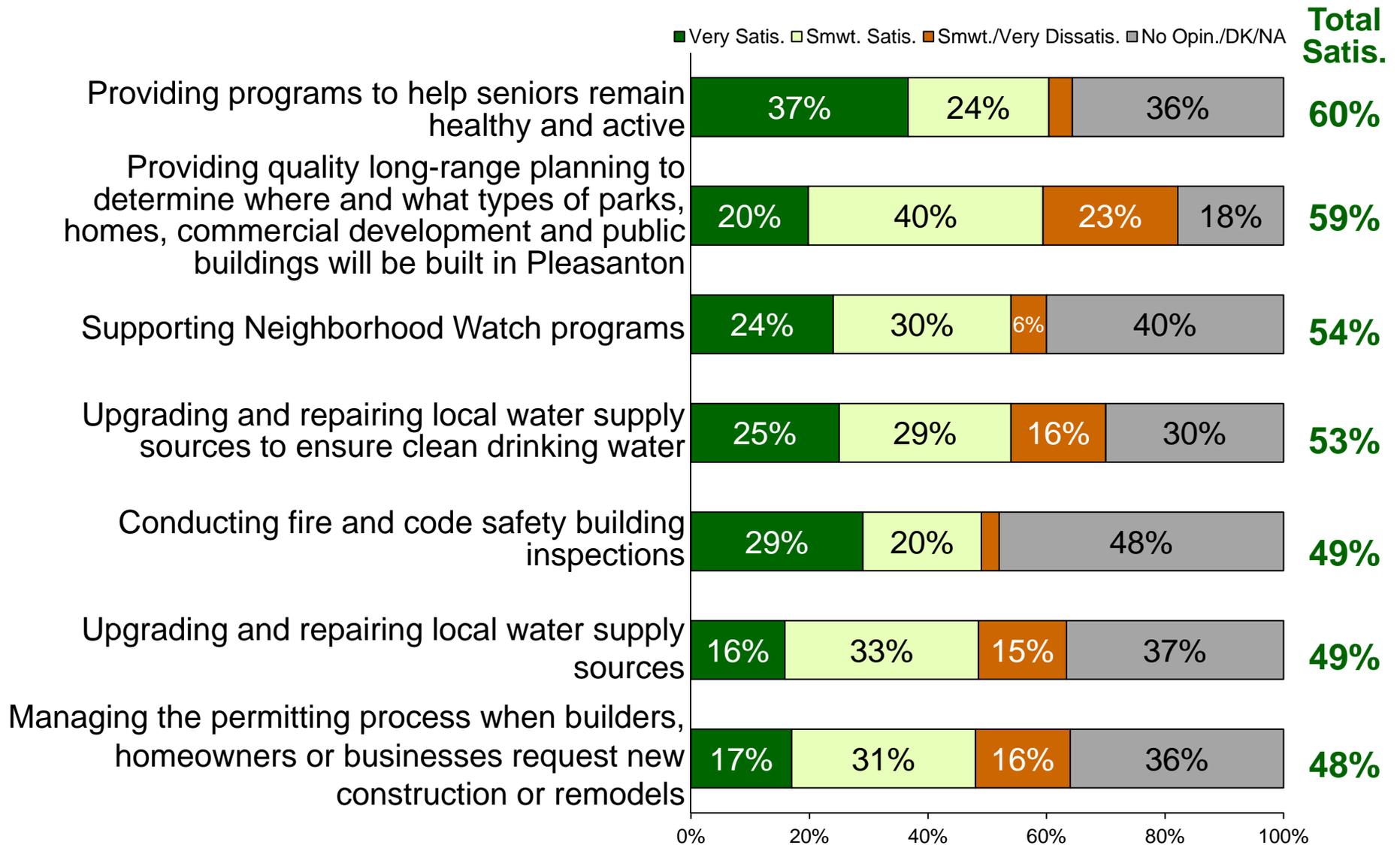
# Among the services with which residents are Most Satisfied, public safety stands out.



# Residents are Highly Satisfied with a variety of other services.



# Most of the services with Room for Improvement are less familiar to residents.



## Only a few year-to-year changes are far outside the margin of error.

(Total Satisfied)

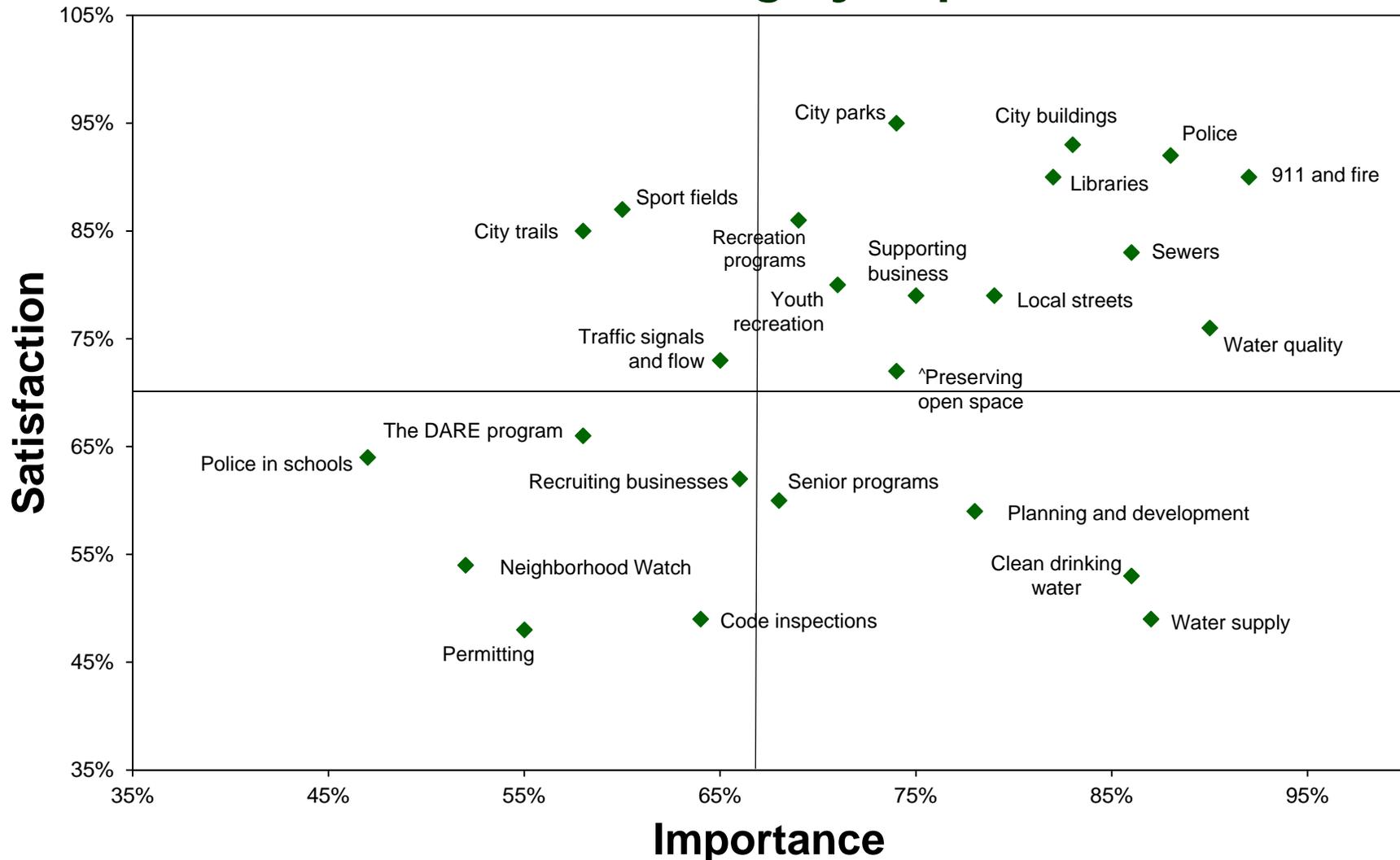
Issue	2013	2015	Change
Supporting Pleasanton as a good place to do business	76%	79%	+3%
Managing traffic signal timing and traffic flow on City streets	75%	73%	-2%
Maintaining the DARE program, which provides drug and violence prevention education in elementary and middle schools	68%	66%	-2%
Assigning police officers to local schools to promote school safety	68%	64%	-4%
Recruiting and retaining companies and businesses to the city	67%	62%	-5%
Ensuring water quality and safety	82%	76%	-6%
Repairing and maintaining local streets and roads	86%	79%	-7%
^Preserving open space	82%	72%	-10%

## The most room for improvement remaining is in the less well-known City services.

(Total Satisfied)

Issue	2013	2015	Change
Conducting fire and code safety building inspections	55%	49%	-6%
Managing the permitting process when builders, homeowners or businesses request new construction or remodels	54%	48%	-6%
Providing programs to help seniors remain healthy and active	67%	60%	-7%
Supporting Neighborhood Watch programs	63%	54%	-9%
Providing quality long-range planning to determine where and what types of parks, homes, commercial development and public buildings will be built in Pleasanton	69%	59%	-10%
Upgrading and repairing local water supply sources to ensure clean drinking water	NA	53%	NA
Upgrading and repairing local water supply sources	NA	49%	NA

# Residents are comparatively less satisfied with services related to water supply and long-range planning, but see them as highly important.

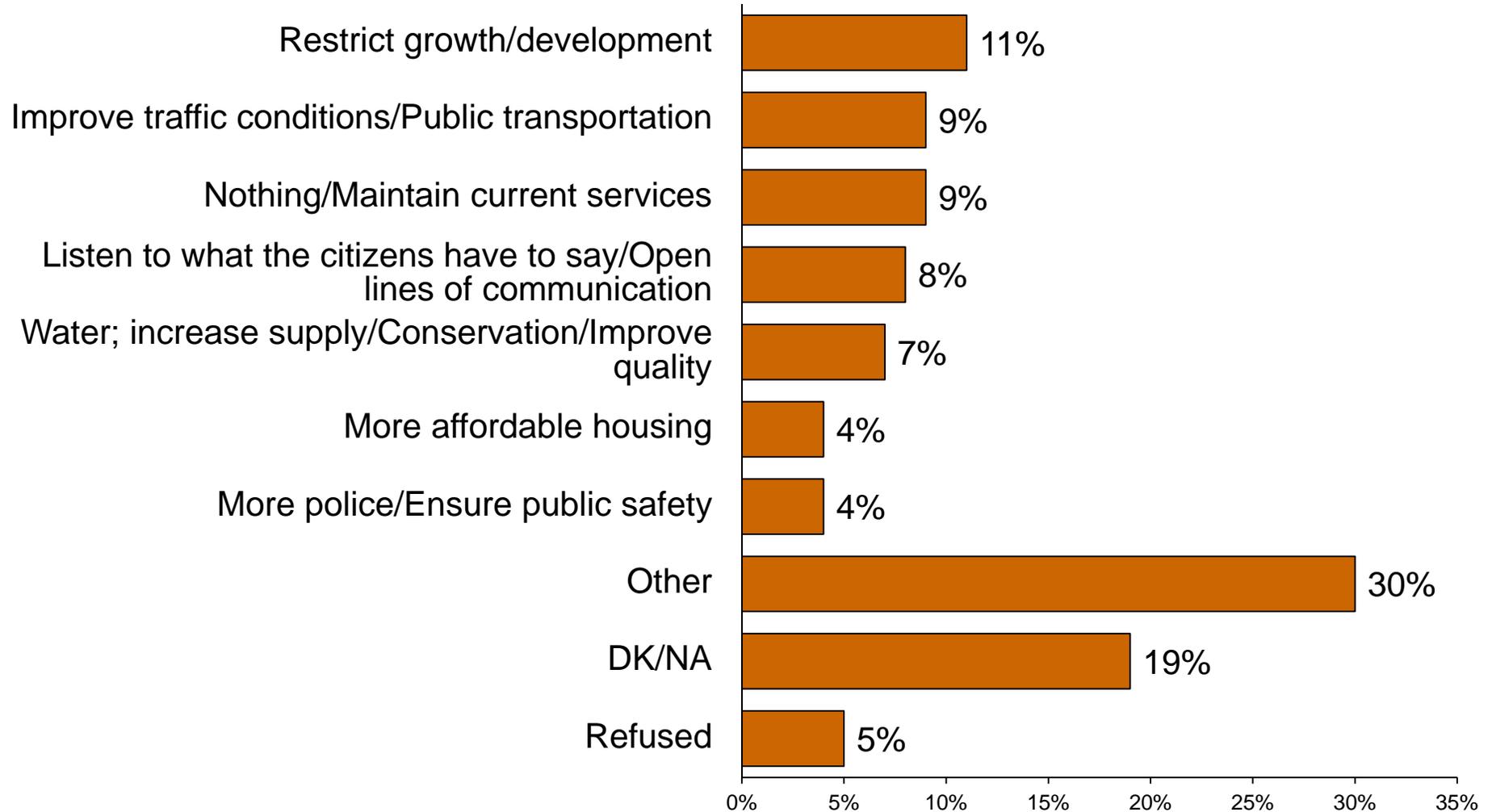


Q8. Let me ask you about some specific services provided by Pleasanton city government. Please tell me, in your opinion, how important each service is to making Pleasanton a good place to live: extremely important, very important, somewhat important, or not too important. ^Not part of Split Sample

Q9. I am going to mention each service or program again. This time I would like you to tell me how satisfied you are personally with the job being done by the City of Pleasanton in providing that program or service to city residents: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. ^Not part of Split Sample

# One in 5 name growth or traffic as potential areas of improvement for the City.

(Open Ended; 4% and Above Responses Only)



“Traffic” and “water” were the most commonly mentioned substantive terms.



# Verbatim Comments

*They should continue their staffing. I don't want them to cut back as the population grows; staffing should grow with it.*

*They could lower the rent so that the people who work here can afford to live here.*

*Traffic flow is pretty bad. Timing of the signals is non-existent. If a signal goes down it takes about a week to get back on schedule.*

*They need to limit growth so the services can catch up with the current situation.*

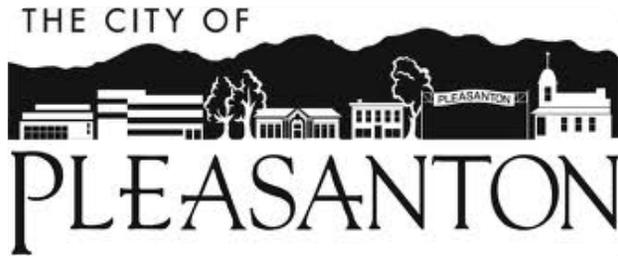
*I have not a clue. I'm that satisfied. I'm sitting back and enjoying living here.*

*Go after people that waste water.*

*Simple communication with the citizens of Pleasanton. Toot their trumpets more. We have a lot going on here. People should know more about them.*

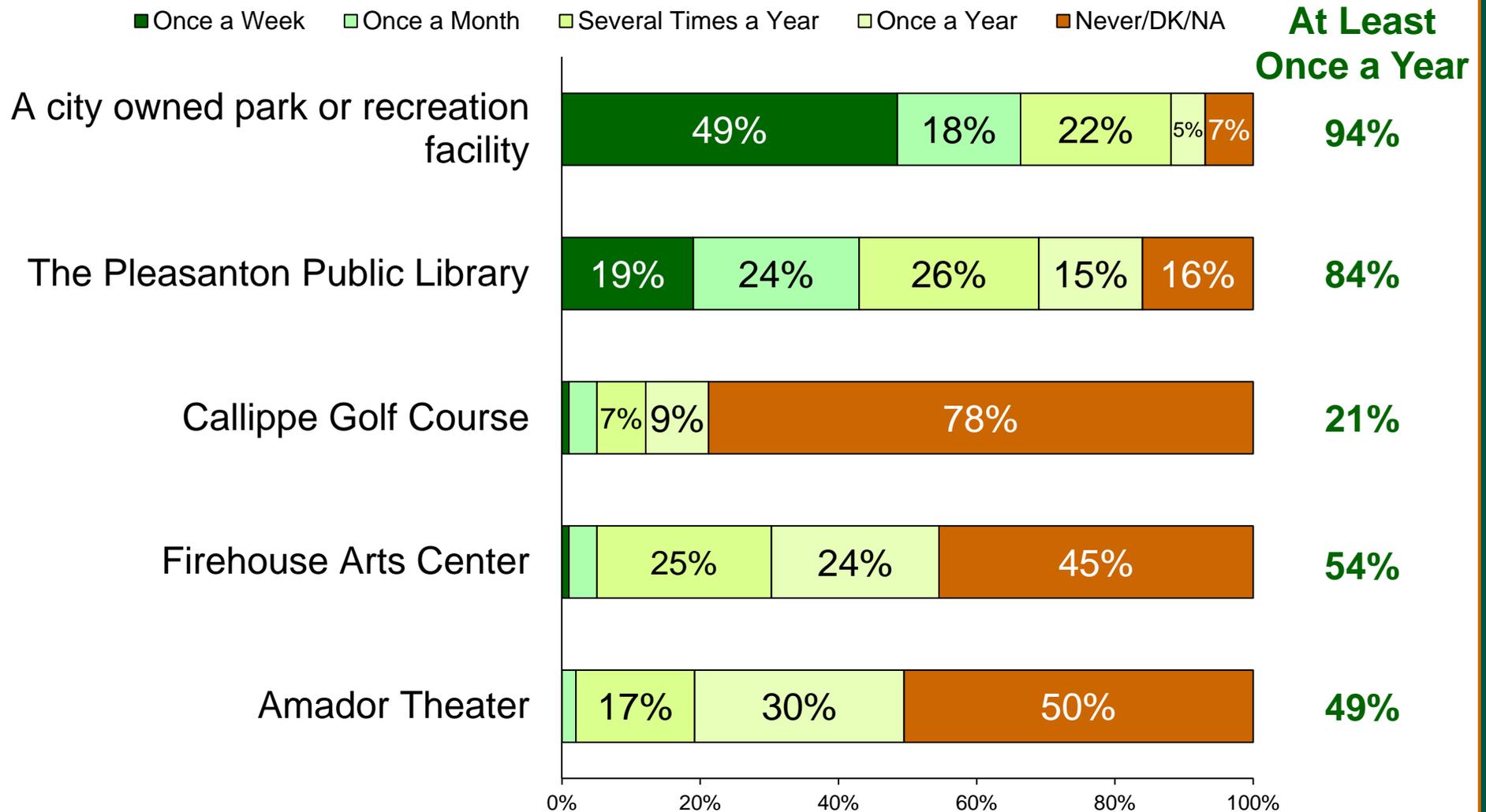
*Restrict growth until we have more water.*

*Make affordable housing for younger people in Pleasanton*



# Contact with City Departments and Facilities

# Half use parks once a week – other City-owned amenities are used less frequently.

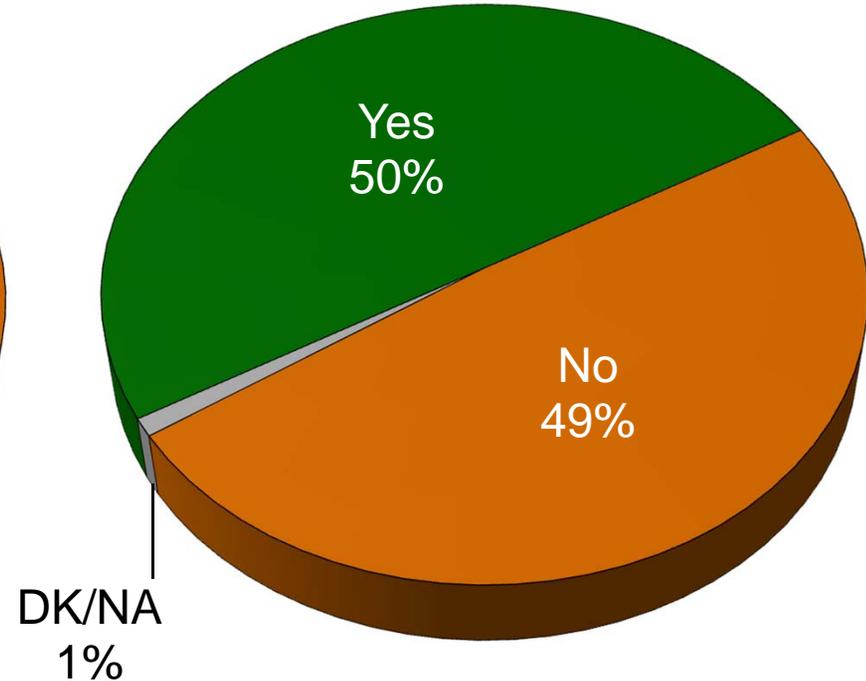
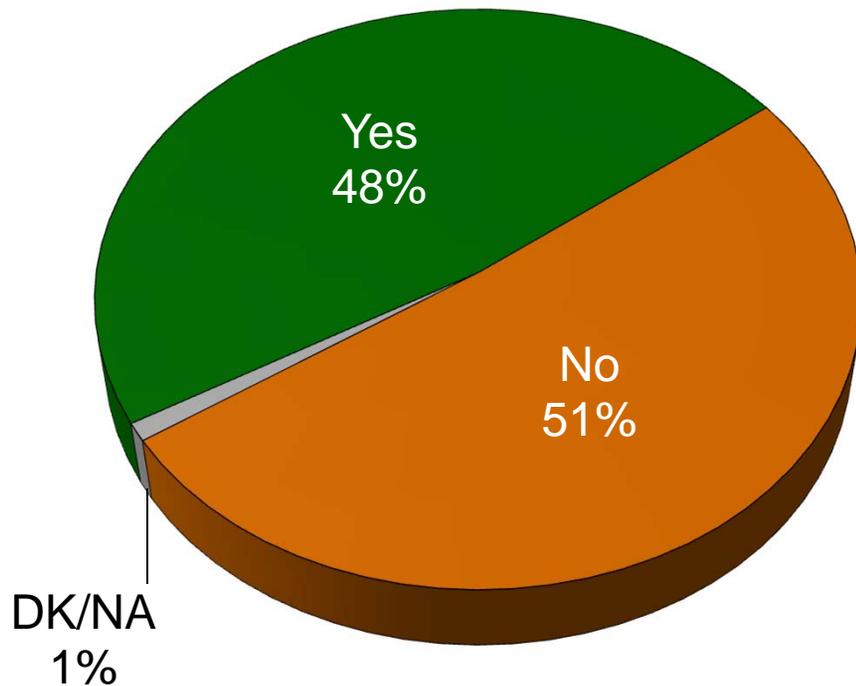


# Just over half have had contact with a City department.

*Over the last two years, have you had contact with a city department or agency?*

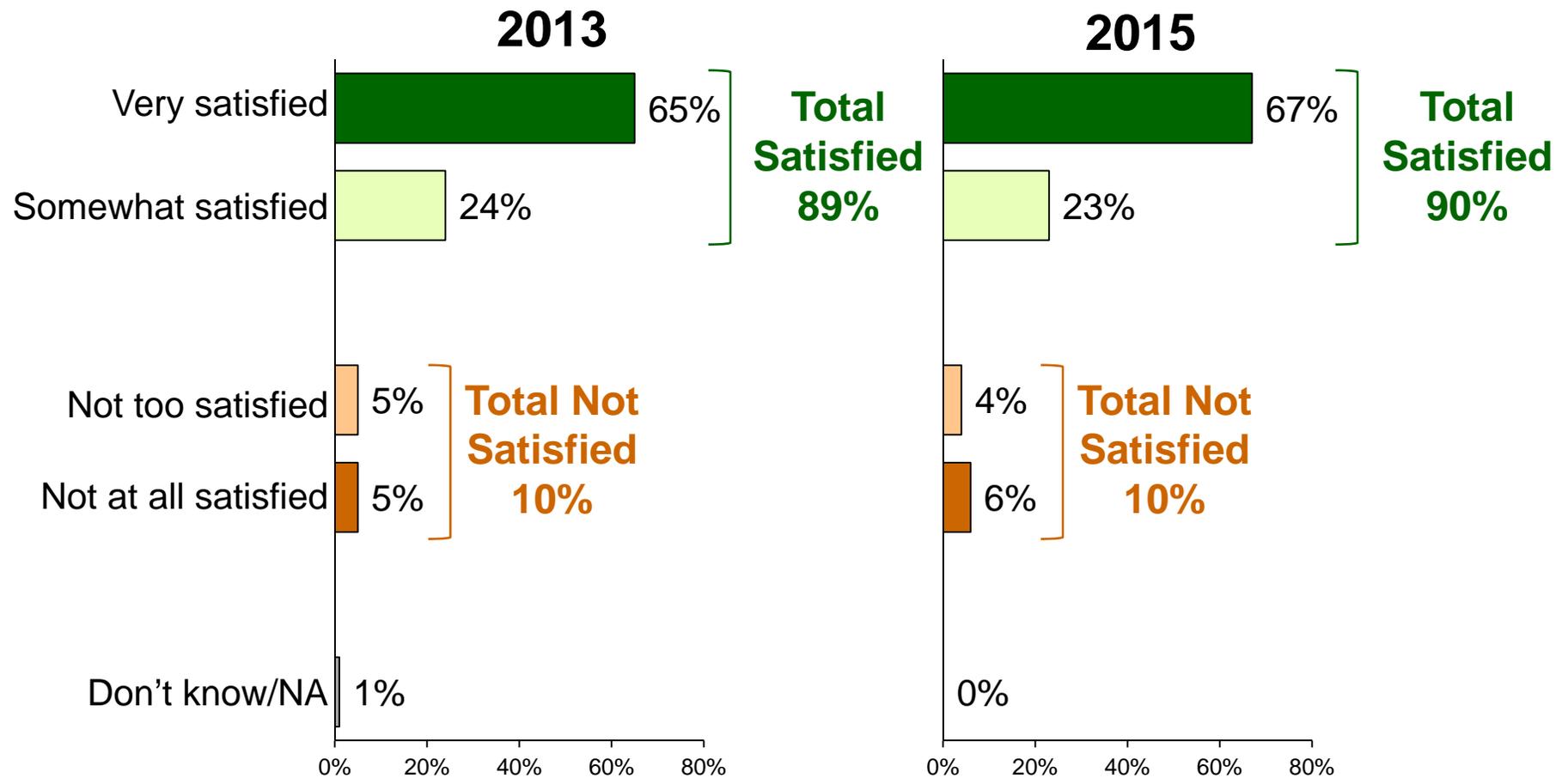
**2013**

**2015**

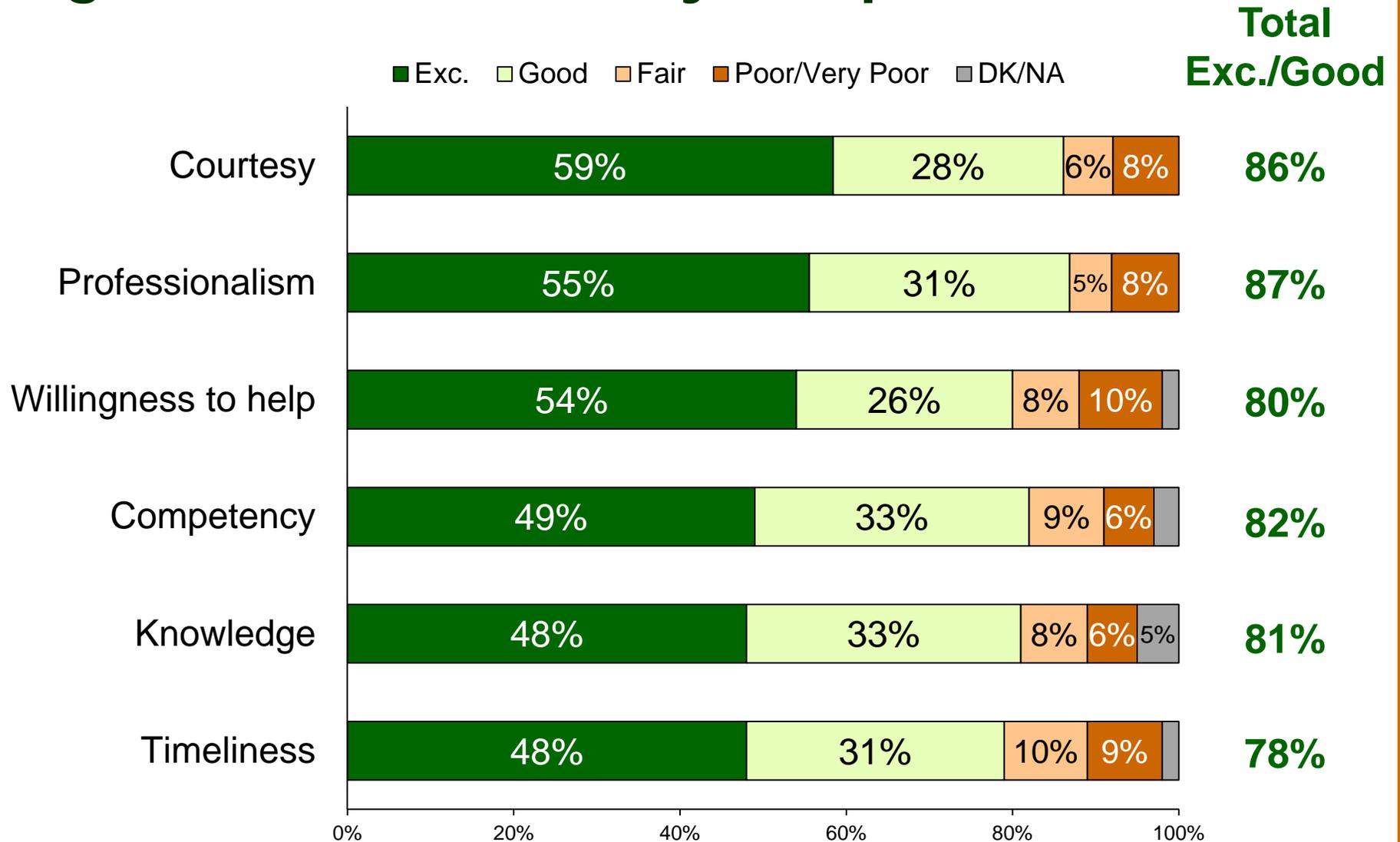


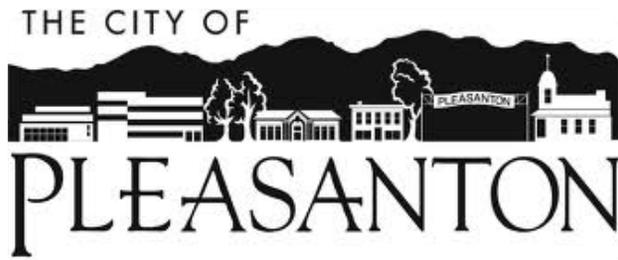
# More than two-thirds of those who contacted a city department were “very” satisfied with the customer service.

*Would you say that you are very satisfied, somewhat satisfied, not too satisfied or not at all satisfied with the overall level of customer service you received?*



# Departments receive particularly high marks for courtesy and professionalism.





# Conclusions

# Conclusions

- Overall attitudes about Pleasanton remain positive and have changed little.
- The only issues demanding much attention are related to economic expansion – water, traffic congestion, growth and development.
- However, there is some unspecified decline in impressions of general service provision, though satisfaction levels with most specific services remain high.
- Specific services and programs that residents deem to be very important, but are comparatively less well-informed about, relate to water supplies and long-term planning for growth and development. These appear to be topics the City should consider for future community engagement.

**For more information, contact:**

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***PUBLIC OPINION RESEARCH & STRATEGY***